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Automotive News

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Premiere performance

Renault Encore waiting in wings

The 1984 Renault Encore 5-door and 3-door hatchbacks share the basic platform of the Alliance, as well as its wide range of comfort and luxury options. On three of the Encore's six models, the aerodynamic rear hatch and wraparound glass are accompanied by a spoiler. Story on Page 30.

breaking news

Chrysler hikes October production schedule

LAS VEGAS.—Responding to complaints of car shortages for the fall, Bennett E. Bidwell, Chrysler executive vice president, told dealers at their national new-car announcement that 50,000 cars are being added to Chrysler's October schedule, with 48,000 going to dealers.

Radio standard on many '84 AMC-Renault models

SOUTHFIELD, Mich. — Radios will be standard equipment on many '84 American Motors-Renault models. All Alliance models except the base two-door, will have an AM radio as standard as will the Jeep Cherokee Pioneer and Chief, the base Wagoneer and all Encore models except the base three-door hatchback. The Jeep Wagoneer Limited will have an AM/FM/stereo radio as standard. An AM/FM/stereo elec-

See BREAKING NEWS, Page 8, Col. 1

Japanese makes dominate sales-per-outlet rankings

By Jenny L. King
Staff Writer

The domestic makers were pushed even farther down in the lineup of sales per outlet for the first half of 1983 as four imports—all Japanese—took the top spots.

Toyota, followed by Nissan, Honda and newcomer Mitsubishi, claimed substantially higher sales per franchised outlet than any of the U. S. makes, according to figures compiled by AUTOMOTIVE NEWS.

Oldsmobile stayed in first place among the domestics, where it has been since snatching the crown from Chevrolet in 1981. This year, Chevrolet fell below Buick in average sales per outlet, January through June.

The top 10 makes included only four domestics: Oldsmobile, Buick, Chevrolet and Ford.

Average sales of domestic units per new-car dealer climbed to 162 from 139 in the first half of 1982. Two years ago, the domestic average was 149 sales per outlet.

The imported-car average for the first half of 1983 was 119 sales per outlet. For domestic and import outlets combined, the first half average was 185. Many dealerships handle both imported and domestic cars.

With the dealer population continuing to decline, but at a slower pace, and domestic new-car sales climbing steadily, sales per outlet improved for all five major U. S. auto makers in the first half of 1983. General Motors grew to 196 from 171 last year. Ford Motor Co. dealers improved their average to 140 from 124.

Chrysler Corp. outlets showed a similar gain, climbing to an average of 118 from the year-ago 95 for the first half of the calendar year. Two years ago its dealers averaged 105 sales per outlet.

American Motors' corporate sales per outlet now include all Renault products—both U. S.-built Alliances and imported Fuego, R-18i and LeCar models—along with AMC Spirit, Concord and Eagle units. AMC dealers averaged 75 sales per outlet for the first half of 1983, up from 30 a year earlier when there were no Alliances on the market and Renault imports were not a factor.

Volkswagen's sales per outlet likewise include all VW imports with its U. S.-built products, Rabbits. VW sales per dealer averaged 87 this year compared with 80 a year earlier.

Although Honda now assembles some Accords in this country, the vast majority of its products are imported from Japan and it therefore remains among the imports for the purposes of this survey.

Among the U. S. makes, Oldsmobile pulled farther in front of its competition, its average expanding to 161 from 129 and securing a comfortable lead over second-place Buick's 142-per-outlet average.

A year ago Buick and Chevrolet shared second place among the domestics. This time around, Chevrolet wasn't a contender, its dealers averaging 129 sales per outlet, up slightly from 123 in 1982.

Fourth-place Ford was up to

Continued on Page 6, Col. 4

SALES PER OUTLET
First 6 Months

1983 Position	Make	1982 Position
1—259	Toyota	241— 1
2—254	Nissan	209— 3
3—246	Honda	236— 2
4—197	Mitsubishi	— †
5—161	Oldsmobile	129— 4
6—142	Buick	123— 5
7—129	Chevrolet	123— 5
8—119	Volvo	104— 7
9—117	Mazda	100— 9
10—112	Ford	101— 8
11—101	Subaru	95—10
12— 91	Cadillac	73—14
13— 87	Volkswagen	80—12
14— 86	Mercedes	78—13
15— 85	Pontiac	85—11
16— 75	Mercury	64—15
17— 66	BMW	63—16
17— 66	Renault	15—28
19— 63	Dodge	53—17
20— 55	Plymouth	53—17
21— 53	Audi	53—17
22— 47	Isuzu	33—20
22— 47	Chrysler	31—21
24— 43	Saab	29—24
25— 39	Jaguar	21—25
26— 34	Porsche	21—25
27— 32	Lincoln	39—22
28— 23	Peugeot	21—25
29— 21	AMC	30—22
30— 16	Alfa Romeo	7—36
31— 7	Dodge Colt	8—29
32— 6	Plymouth Colt	7—30
33— 3	Challenger	3—32
34— 2	Sapporo	2—34
34— 2	Imperial	4—33

† New in second half of 1982

Diesel problems to the fore

FTC turmoil: GM vs. millions of angry car owners

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — When the five FTC commissioners return from their annual summer recess Sept. 1, they must face a decision involving General Motors and millions of angry car owners.

They must decide whether to accept a consent decree on alleged defects in GM engines and transmissions, or whether to proceed to court.

The FTC voted last April, 3 to 2, to accept the proposed settlement, but it retains the right to change its mind in the wake of the public comment period, which has now ended.

Much of the controversy involves diesel engines.

The case has stirred an extraordinary amount of discussion, dissatisfaction and bitterness. It goes back to 1980, when the FTC Cleveland office filed a complaint against GM, alleging engine and transmission defects which GM failed to disclose to all owners—although it was making fixes for some customers.

Dissatisfaction with the proposal has risen to such great heights as to almost demand a second look—even though final approval of a consent agreement after a public comment period is usually a mere rubber-stamping.

- FTC has several options other than merely accepting the current proposed settlement or dropping the case.

It could reformulate the proposal to shift the burden of proof from consumers to GM. It could change the proposal to separate the diesel-engine problems from the Type 200 transmission and camshaft cases. The latter would let older vehicles get handled while freeing diesel owners and their engine problems for separate treatment—in or out of court.

Another option—longest, toughest and least likely of all—is to prove that GM knew of defects and misled the public by not disclosing them. This would mean first an administrative hearing and then court action. GM would likely fight every inch of the way or at least until all the cars in question have been junked.

The FTC complaint followed a similar "extended warranty" case against Ford Motor Co. over "piston scuffing" and other engine problems.

The proposed consent settlement negotiated by the Cleveland office with GM — like the Ford case—would require GM to make public its service bulletins.

But the proposal also would use GM's existing arbitration agreement with the Council of Better Business Bureaus.

Most of the complaints on the proposed settlement center around the arbitration provision. As it is set up, arbitration would be free to consum-

Continued on Page 8, Col. 1

From three streams to a torrent

During the summer doldrums, our Washington Bureau decided to review the General Motors diesel case.

The time seemed right, since the FTC has taken its annual August recess without voting on a proposed settlement of its case against GM and will not tackle it again until September. What developed was a story that has billowed almost beyond control. The FTC docket bulged with complaints from irate consumers, many state attorneys general and professional consumer groups. But it also contained a formidable GM filing clearly showing that GM was prepared to fight to the end any further action from the FTC.

Midway in the paper war, the reporter decided to aim for the independent expert—a statistical haven between owners filled with fury and GM's calm reassurance that if owners will merely follow the procedure spelled out in their owner's manual, GM will handle their complaints.

The result was several reports from Runzheimer and Co., which sells statistical data—including data on GM diesels—but has no ax to grind. The convergence of these three streams has produced the adjoining torrent of controversy.

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Early-August total of 178,686 is 58 pct. above last year

Domestic-car sales best since 1979

By Jenny L. King
Staff Writer

For the eighth consecutive period, domestic new-car sales showed an increase over 1982 levels as they climbed 57.93 percent Aug. 1-10.

Year-to-date sales expanded 17.62 percent beyond the preceding year's and the annualized sales rate figured to 7.35 million based on early August results.

New-car sales of 178,686 were best for Aug. 1-10 since 1979 when 193,306 units were retailed. A year ago, retail sales were only 113,139, close to the modern low of 107,665 posted back in 1958.

The year-to-date total of 4,090,579 was up 17.62 percent from 3,477,871.

On a daily-rate basis, sales in early August were up 40.39 percent. Nine selling days this year averaged 19,854 sales compared with 14,142 for each of eight selling days in 1982.

Largest sales gain among the domestic Big Three was reported by Chrysler Corp. where sales were up 69.51 percent, to 23,183 from 13,676 last year (up 50.64 percent daily rate).

Ford Motor Co. was up 65.24 percent, to 38,880 from 23,530 (up 46.89 percent daily rate). General Motors dealers sold 109,189 new cars in the period, up 52.77 percent from 71,473 (up 35.80 percent daily rate).

• American Motors reported estimated sales of 3,900 units, up 77.27 percent from 2,200 a year earlier (up 57.45 percent daily rate).

Volkswagen of America slipped below Honda as its sales lagged 27.52 percent behind the year-ago amount. VWoA sales numbered 1,638 this year compared with 2,260 a year earlier (down 35.51 percent daily rate). Honda dealers sold 1,896 U. S.-built Accords during the period.

GM sales represented 61.11 percent of the early-August domestic market, down from 63.17 percent a year ago. Ford earned 21.76 percent, up from 20.80 percent. Chrysler had 12.97 percent, up from 12.09 percent.

AMC's share climbed to 2.18 percent from 1.94 percent. VWoA slipped to 0.92 percent from 2.00 percent, and Honda claimed 1.06 percent of the Aug. 1-10, 1983, market.

AMC and VW were the only domestic makes to suffer a sales decline for the period. AMC was estimated to be down 72.73 percent, dropping to 600 from 2,200 units last year. VW was down 27.52 percent. Imperial sales are no longer reported separately; a year ago they were a modest 24 units.

Chrysler Corp.'s other sales showed Plymouth up 80.11 percent, Chrysler up 75.13 percent and Dodge up 56.53 percent. At Ford Motor Co., Ford was up 64.86 percent, Mercury was up 62.90 percent and Lincoln was up 80.83 percent.

At GM, Buick was up 46.70 percent; Cadilac's record sales of 8,618 were up 71.57 percent from 5,023; Chevrolet was up 52.11 percent; Oldsmobile was up 57.31 percent, and Pontiac was up 46.47 percent.

DOMESTIC SALES

	Aug. 1-10, 1983	Aug. 1-10, 1982
Renault		
Alliance	3,300†	.....
AMC	600†	2,200†
AMERICAN MOTORS	3,900†	2,200†
Chrysler	6,662	3,804
Imperial	.....	24
Plymouth	6,449	4,691
Dodge	8,072	5,157
CHRYSLER CORP.	23,183	13,676
Ford	25,163	15,263
Mercury	11,198	6,874
Lincoln	2,519	1,393
FORD MOTOR	38,880	23,530
Buick	21,213	14,460
Cadillac	8,618	5,023
Chevrolet	42,272	27,790
Oldsmobile	23,801	15,130
Pontiac	13,285	9,070
GENERAL MOTORS	109,189	71,473
VOLKSWAGEN	1,638	2,260
HONDA	1,996	.....
U. S. INDUSTRY TOTAL	178,686	113,139

† Estimate.

Jeep Cherokee $9,995; old Wagoneer up 12%

American Motors has raised the price of its carryover Jeep Grand Wagoneer four-door wagon 12 percent for 1984 and has placed a tentative tag of $9,995 on its all-new Jeep Cherokee two-door SportWagon.

The '84 Grand Wagoneer Limited is priced at $19,306, up $2,167 or 12.64 percent from the final '83 figure of $17,139. New standard equipment, which AMC values at $754, has been added for '84. On a comparably equipped basis, the increase is $1,413 or 8.24 percent.

The new equipment consists of AM/FM/stereo electronic search-tune radio, clear-coat metallic paint, halogen foglamps and conventional spare tire.

AMC has dropped the Brougham model which was priced at $13,173, so the only Grand Wagoneer available for '84 is $6,133 more than the base '83 model. The '84 unit has a much higher level of standard equipment, however.

The Grand Wagoneer was called the Wagoneer in '83. The Wagoneer name now is used on an all-new line of smaller models.

• The '84 Jeep Cherokee line consists of six models. In addition to the base two-door at $9,995, they are:

Base four-door, $10,295; Pioneer two-door, $10,995; Pioneer four-door, $11,295; Chief two-door, $11,305, and Chief four-door, $11,605.

The new Jeep Cherokee is about 1,000 pounds lighter, 21 inches shorter and six inches narrower than the '83 version, but AMC said it retains about 90 percent of the usable interior space.

Fuel-economy ratings have not been finalized, but AMC expects the '84 base Cherokee to have an EPA city estimate of at least 24 MPG.

AMC also said that the tentative price of the new Jeep Wagoneer will be $12,444. The Wagoneer Limited will be $17,076.

The Wagoneer is a four-door model which AMC has targeted at what it calls the family segment of the four-wheel-drive market.

Wagoneer standard equipment includes 2.5-liter engine, five-speed overdrive transmission, power steering, power brakes, reclining front bucket seats and rear wiper/washer.

Additional standard features on the Wagoneer Limited include automatic transmission, air conditioning, Selec-Trac full-time 2WD/4WD, stereo cassette radio, power windows, power door locks, six-way power front bucket leather seats, electric remote-control mirrors, rear-window defroster and leather-wrapped tilt steering wheel.

T-115 on schedule despite explosion

WINDSOR. — Robots and machinery warehoused for the Chrysler Corp. T-115 van/wagon plant escaped damage in an explosion that caused an estimated $250,000 worth of damage to the former Chrysler engine plant here.

The explosion occurred Saturday evening, Aug. 6, and extensively damaged the front wall of the building. It apparently occurred in a stairwell when fumes of some type were ignited. The Ontario Fire Marshall's Office is still investigating the cause. No evidence of an explosive device has been found, a Chrysler Canada spokesman said.

Engines have not been built at the plant for three years. It has been used as a warehouse for the adjacent assembly plant which is being refitted for T-115 production. Chrysler Canada Data Center, upstairs from the blast site, also escaped damage. The loss is insured, the Chrysler spokesman said.

Chrysler adds 5 Chicago outlets

CHICAGO.—Chrysler Corp.'s zone office here signed five new dealerships in June, setting a record for the installation of new dealerships in the zone for a 30-day period.

New dealers are: Paul H. Tormohlen, Tormohlen Motor Sales, Inc., Freeport, Ill.; Timothy T. Dillon, Marquette Park Chrysler-Plymouth, Inc., Chicago, and Paul P. Demler, 5 Corners Dodge, Inc., Cedarburg, Wis.

Also: Fran't Mancari, Quality Chrysler-Plymouth, Inc., Chicago, and John Gerald, Gerald Dodge, Inc., Skokie, Ill.

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59th year — No. 4982

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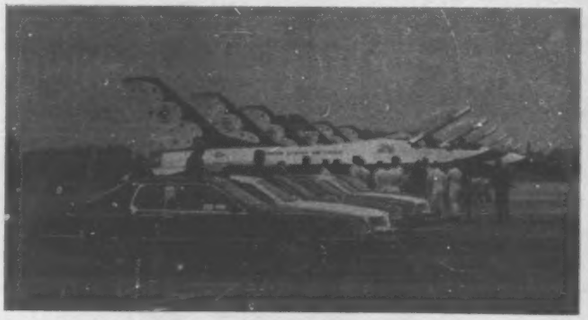

Thunderbirds for Thunderbirds

During the annual Boys Home of the South Air Show in Greenville, S. C., U. S. Air Force Thunderbird pilots were provided with 1983 Ford Thunderbirds for their four-day visit, courtesy of Fairway Ford, Inc.

Firestone, Budd slate appeal of rim award

By Miles Moore
Washington Staff Writer

KANSAS CITY. — Firestone Tire & Rubber Co. and Budd Co. will appeal a federal jury's award of $4.29 million—the largest amount ever awarded in a multipiece rim case—to a Missouri man and his wife for injuries received in an explosive rim separation.

The jury in the U. S. District Court for the Western District of Missouri ordered Firestone and Budd to split payment of $350,000 in compensatory damages to Larry Hale, owner of a small trucking firm in Sheldon, Mo.

In addition, the jury ordered Firestone to pay Hale $2.8 million in punitive damages, and Budd to pay him $700,000. The jury ordered Firestone to pay $320,000 and Budd $80,000 in punitive damages to Hale's wife, Linda, who also was awarded $40,000 in compensatory damages.

Kelsey-Hayes, another major rim manufacturer and a third defendant in the case, was absolved by the jury.

The Hale case began Oct. 4, 1977, when Larry Hale used an air hose to inflate a tire on a two-ton truck. The multipiece wheel rim, a Firestone RH5° model, separated explosively, striking Hale in the face.

• Hale's top teeth were knocked out, his facial bones fractured, his tear ducts damaged and his hand broken. His nose, which was severed, was reattached.

John C. Risjord, Hale's attorney, said Hale will need at least three more operations to correct problems with facial scars, nasal passages and sinus cavities and to remove a Teflon plate in his eye socket.

Firestone is "exploring various avenues of appeal," said Firestone spokesman James Strandberg, but he added that the company preferred not to discuss its strategy at this time.

"We don't believe the verdict is justified by the facts of the case," Strandberg said.

Budd is obviously "not very happy" about the decision, said company spokesman Paul Sichert. Like Firestone, Budd intends to appeal.

"We haven't fully studied all the options," said company counsel Herman Foster. "We've got plenty of time."

• Before the Hale decision, the largest award ever made in a multipiece rim case was the $1.8 million Goodyear was ordered to pay to Dennis Kuiper, a Montana man whose skull was fractured by an exploding rim.

The Hale case was one of 25 consolidated civil suits seeking more than $175 million in damages against multipiece rim manufacturers. Documents filed in those cases claim that more than 400 instances of explosive separations have caused at least 71 deaths and hundreds of injuries.

One multipiece rim manufacturer has itself instigated a suit.

Redco Corp., a small multipiece rim maker in Red Lion, Pa., filed suit in U. S. District Court in Harrisburg, Pa., claiming that CBS News and the Insurance Institute for Highway Safety slandered the company in a 1981 "Killer Wheels" broadcast on "60 Minutes."

The broadcast caused Redco to lose business, the company claimed.

The judge in the case is considering CBS's motion for summary judgment.

High performance

Jackie Stewart, three-time world driving champion, normally gets a different kind of high performance out of his Goodyear NCT radials at the company's proving grounds in San Angelo, Tex. Stewart used the NCTs to measure up to proving grounds manager Rich Olsen, who is 6-foot-9.

SALES PER OUTLET BY MAKE: TOTAL U. S. MARKET

FIRST SIX MONTHS

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	259	241	300	295	245	229	254	160	144	132
Nissan	254	209	225	259	223	182	198	137	130	95
Honda	246	236	262	251	266	216	199	105	106	61
Mitsubishi	197	0	0	0	0	0	0	0	0	0
Oldsmobile	161	129	140	127	152	155	164	143	86	77
Buick	142	123	126	116	119	125	125	126	77	69
Chevrolet	129	123	137	159	192	199	190	175	139	176
Volvo	119	104	92	68	75	55	50	42	71	54
Mazda	117	100	123	98	108	50	41	37	104	105
Ford	112	101	107	107	149	178	172	161	126	169
Subaru	101	95	103	95	96	69	55	36	32	20
Cadillac	91	73	68	66	99	108	103	101	72	62
Volkswagen	87	80	127	138	126	114	132	89	144	144
Mercedes	86	78	80	64	70	54	62	55	52	46
Pontiac	85	85	93	99	130	141	137	118	73	78
Mercury	75	64	67	59	93	106	89	74	51	60
BMW	66	53	55	49	49	45	49	47	30	30
Renault	66	15	12	13	32	25	27	11	11	13
Dodge	63	53	69	52	75	86	85	90	57	86
Plymouth	55	53	73	45	64	77	82	97	64	101
Audi	53	53	57	48	48	47	41	40	73	83
Isuzu	47	33	44	0	0	0	0	0	0	0
Chrysler	47	31	18	26	36	45	46	44	31	16
Saab	43	29	24	21	24	25	23	15	19	15
Jaguar	39	21	8	5	8	7	8	13	11	6
Porsche	34	21	18	17	23	30	35	21	30	43
Lincoln	32	30	22	23	42	54	56	38	25	24
Peugeot	23	21	25	22	23	16	21	18	20	12
AMC	21	30	46	46	44	59	61	76	90	106
Alfa Romeo	16	7	6	10	10	17	17	16	15	11
Dodge Colt	7	8	10	15	16	12	24	12	19	11
Plymouth Colt	6	7	10	17	13	10	19	8	0	0
Challenger	3	3	3	3	4	3	0	0	0	0
Sapporo	2	2	3	3	3	2	0	0	0	0
Imperial	2	4	7	0	0	0	0	0	0	0

Honda, Volkswagen and Renault figures include U.S.-built cars and imports.

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U.S. lighting firm formed by Hella and Tokyo's Koito

FLORA, Ill. — Hella North America, Inc., and Tokyo's Koito Mfg. Co., Ltd., have established a U. S. corporation to produce and supply various automotive lighting equipment for North America.

The new firm, which is headquartered here, is North American Lighting, Inc., and Walter A. Genthe, former president of Hella, has been named president.

The new company's first production item is the tail lamp which will be installed on pickup trucks built by Nissan Motor Mfg. Corp., U.S.A. The rear combination lamp will be supplied starting in January, 1984.

North American Lighting also takes over the other lighting equipment items which had been manufactured and marketed by Hella North America. Hella North America is a subsidiary of Westfaelische Metall Industrie KG (Hella), Lippstadt, West Germany.

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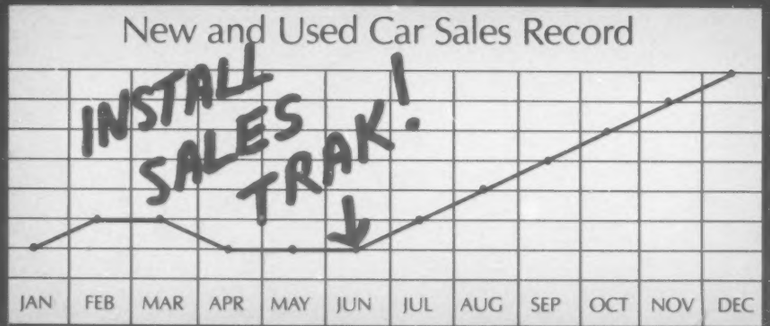

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Olds, in fifth, leads domestics

Four Japanese makes tops in sales per dealer

Continued from Page 1

112 from 101 sales per dealer last year, followed by Cadillac at 91 compared with 73 in 1982. Cadillac climbed over VW to gain fifth place, VW was sixth among the domestics with 87 sales per outlet, followed by Pontiac at 85 (same as its 1982 average).

Mercury was eighth among the domestics with 75 sales per dealer, up from 64 a year ago. Ninth place went to Dodge where dealers improved to a 63-unit average from 53, and Plymouth was 10th with 55 sales per outlet. It was followed by Chrysler, which showed tremendous growth going from 31 to 47 sales per dealer.

Lincoln followed Chrysler in the domestic ranking with a 32-per-dealer average; then AMC which, on the basis of its sales minus Renault products, dropped to 21 from 30 sales per dealer, and last was Imperial, dropping to 2 sales per outlet from 4 the preceding year.

As the retail sales climate improved, new sales-per-dealer highs are announced. Buick's 142 is a record, replacing 126 notched in 1981 and 1976. Chrysler's 47 squeezed past the former record of 46 set in 1977.

For the import franchise-holders, there was more good news. Volvo dealers averaged a record 119, up from the former high of 104 noted last year. Mercedes-Benz' 86 was better than the record 80 from 1981. BMW, Saab, Renault, Isuzu and Jaguar dealers all traced record first-half averages in their books.

The average sales per outlet for the top 20 imports was 89, also a record, and was up from 63 a year ago.

• Average sales per outlet of domestic nameplates featured the full-size Oldsmobile (combined 88 and 98 models) as the hottest in sales-per-outlet average, replacing the Oldsmobile Cutlass Supreme sedan/coupe. The 88/98 average was 57 per outlet this year, compared with Cutlass' 48 per outlet in 1982. Second-best this year was the full-size Cadillac (Fleetwood/DeVille) with 55 sales per outlet, followed by Renault Alliance and Oldsmobile Cutlass Supreme with 54 each.

Fifth-best was VW Rabbit at 46 per dealer, and Buick's Regal coupe/sedan was sixth with 41 per outlet. Ford Escort's 40 average was seventh, followed by Buick LeSabre/Electra at 38, Plymouth Reliant at 34 and Dodge Aries and Cutlass Ciera tied at 26 sales per dealer.

A year earlier, the top 10 nameplates were: Oldsmobile Cutlass Supreme, VW Rabbit, full-size Cadillac, Oldsmobile 88/98, Buick Regal, Ford Escort, Plymouth Reliant, Buick LeSabre/Electra, Buick Skylark and Dodge Aries.

Domestic nameplate leaders by market segment this year were: Subcompact—Renault Alliance, 54; compact — Plymouth Reliant, 34; intermediate—Cutlass Supreme, 54; standard—Oldsmobile 88/98, 57, and luxury, Cadillac Fleetwood/DeVille, 55.

This year's top domestic nameplates by make in sales per outlet were as follows: Oldsmobile—Olds 88/98; Buick—Regal; Chevrolet — Cavalier and full-size Chevrolet; Ford — Escort; Cadillac—full-size Cadillac; Volkswagen — Rabbit sedan; Pontiac—2000 and Grand Prix; Mercury — Marquis and Grand Marquis; Dodge — Aries; Plymouth—Reliant; Chrysler — New Yorker Fifth Avenue; Lincoln—full-size Lincoln; AMC — Eagle and Renault-Alliance.

U. S. NAMEPLATES SALES PER OUTLET

First Half

First 6 Mos., 1983		First 6 Mos., 1982
	SUBCOMPACT	
1—54	Alliance	.....
2—46	Rabbit	47— 1
3—40	Escort	38— 2
4—18	Chevette	22— 3
5—17	Lynx	20— 4
5—17	Omni/Charger	18— 6
7—16	Horizon/Turismo	19— 5
8— 6	Pontiac 1000	9— 7
9— 3	EXP	5— 9
10— 2	Spirit	7— 8
11— 1	LN7	3—10
	COMPACT	
1—34	Reliant	30— 1
2—26	Aries	23— 2
3—23	Cavalier	12— 8
4—17	Camaro	18— 4
5—15	Pontiac 2000	9— 9
5—15	Firebird	19— 3
5—15	LeBaron	17— 5
8—14	Skyhawk	6—11
9—13	Mustang	13— 7
10— 8	Firenza	4—14
11— 7	Fairmont	15— 6
11— 7	Dodge 400	5—13
11— 7	Cimarron	4—14
14— 5	Capri	6—11
15— 4	Tempo	.....
15— 4	Zephyr	8—10
17— 2	Topaz	.....
	INTERMEDIATES	
1—54	Cutlass Sup./Sedan	48— 1
2—41	Regal Coupe/Sedan	39— 2
3—26	Cutlass Ciera	16— 5
4—21	Century	15— 7
4—21	Marquis	.....
6—19	Skylark	27— 3
7—17	LTD	.....
8—15	Grand Prix	16— 5
9—14	Celebrity	8—17
10—13	Pontiac 6000	7—18
10—13	Bonneville	13— 8
12—12	Thunderbird	5—19
12—12	XR-7	3—20
14—11	Eagle	13— 8
14—11	Citation	20— 4
14—11	Malibu	11—12
17—10	Omega	13— 8
18— 9	Monte Carlo	10—13
19— 7	Concord	10—13
19— 7	E Class	.....
21— 6	New Yorker E	.....
21— 6	Dodge 600	.....
23— 5	Phoenix	9—16
24— 1	Granada	13— 8
.....	Cougar/Monarch	10—13
	STANDARD	
1—57	Oldsmobile 88/98	43— 1
2—38	LeSabre/Electra	28— 2
3—23	Chevrolet	19— 3
4—21	Grand Marquis	14— 4
5—16	N.Y. 5th Ave.	11— 6
6—15	Crown Victoria	13— 5
7— 6	Diplomat	6— 7
8— 4	Gran Fury	4— 8
9— 3	Cordoba	3— 9
10— 2	Parisienne	1—11
11— 1	Mirada	2—10
	LUXURY	
1—55	Cadillac	45— 1
2—20	Eldorado	17— 2
3—17	Lincoln	12— 3
4—10	Mark VI	9— 4
5— 9	Seville	7— 7
6— 8	Riviera	8— 5
7— 6	Toronado	6— 8
8— 5	Continental	8— 5
9— 3	Corvette	2—10
10— 2	Imperial	4— 9

GMC offers proven specs to aid buyers

DETROIT.—GMC Truck is introducing a computerized heavy-truck ordering system to help small fleets and operators select proven specifications matched to specific application requirements for greater cost-effectiveness and operating efficiency.

The GMC Customer Proven (CP) system identifies nearly 300 driveline combinations which have been effectively used by some of the nation's most successful major fleets in a wide range of applications, said John D. Rock, manager of the GMC Truck & Coach Operation.

"CP is designed to help operators remove much of the mystery and confusion associated with a multitude of Class 8 truck specifications by ordering trucks which have proven themselves in demanding job requirements in the field, as well as at General Motors engineering and test facilities," he explained.

Emphasizing that the CP program is not unduly restrictive, Rock pointed out that more than 7,000 combinations of drivelines, wheelbases, suspensions and axle ratios are available with the new system.

"CP has been established to help operators select the 'right track to the right truck for the right application' and avoid the costs of nonessential equipment," he said.

The CP program he added, is another tangible GMC response to a growing need for cost-control measures in all segments of the truck industry which faces unprecedented cost and competitive pressures.

• "Truck firms simply cannot afford needless costs for nonessential equipment and operating inefficiencies in today's intensely competitive environment," Rock said, "and CP is an effective means for reducing costs and improving operating efficiency."

A computerized truck-specification data bank representing millions of miles of successful heavy-truck operations is the foundation of the CP system.

"Without CP, many of the

Continued on Page 16, Col. 1

Jeep's 'dynamic duo' for 1984

The Wagoneer Limited (foreground) and the downsized Cherokee are top features of the Jeep 1984 model lineup. The smaller Jeep SportsWagons are 21 inches shorter, six inches narrower and 1,000 pounds lighter than the 1983 counterparts, yet retain 90 percent of the interior roominess.

Compact Jeeps aimed at a 'changing market'

SOUTHFIELD, Mich. — Jeep's new 1984 compact Wagoneer and Cherokee SportWagons are targeted at off-road enthusiasts, families requiring versatile transportation and luxury four-wheel-drive buyers, according to Joseph E. Cappy, American Motors marketing group vice president.

"Our new Jeep SportWagons are designed to have broad appeal in a changing market," he said.

Cherokee and Wagoneer are the newest entries in the compact sports/utility-vehicle field —a segment Cappy expects to claim nearly 25 percent of the total four-wheel-drive market by 1985.

"We expect the new Wagoneer and Cherokee to gain instant popularity," Cappy said. "They have Jeep's traditional ruggedness in a stylish, economical, dependable package."

He said marketing studies indicate the company can expect to attract many young passenger-car owners and many women buyers who want the security and flexibility afforded by a vehicle that provides both 2WD and 4WD.

According to Cappy, company studies show that buyers of compact sports/utility vehicles are very likely to be influenced by workmanship, bad weather driving concerns, off-road recreational potential, on-road performance and handling, fuel economy, and use of the vehicle as the chief family car.

• Cappy described the three basic target groups for Wagoneer and Cherokee as follows:

The enthusiast group. They are off-road oriented and well versed in all aspects of four-wheel-drive. Prospective buyers are attracted to contemporary exterior styling and functional comfort, convenience and control features.

The family sports/utility group. It includes people with four-wheel-drive experience along with two-wheel-drive wagon owners who want greater versatility and security in the family car.

The luxury four-wheel-drive

Continued on Page 16, Col. 4

Newcomer to Mack's line

The Mack MS250 Mid-Liner, new to the mid-range diesel line, blends key chassis components of the MS300 Series with the MS200's 175-HP diesel engine. Mack said it's for operators who need higher hauling capacity without additional horsepower.

Mack expands Mid-Liner series with 'blend' model

ALLENTOWN, Pa. — Mack Trucks, Inc., has expanded its Class 6 and 7 medium diesel Mid-Liner series with the addition of the MS250 truck chassis.

The MS250 model blends key chassis components of the MS-300 series with the MS200 175-HP diesel engine, Mack said, for operators who require higher hauling capacity without additional horsepower.

Standard features include a 12,000-pound front axle, 20,000-pound rear axle, the Spicer 5552A five-speed synchronized transmission, full air brakes and integral power steering. Options include a 23,000-pound rear axle, a 22,000-pound two-speed Eaton rear axle and the Spicer 5852A transmission.

The 175-HP Mid-Liner diesel incorporates many design features similar to Mack's heavy-duty diesel powerplants, including turbocharging, chassis-mounted Charge-Air cooling for greater fuel efficiency and durability, direct injection, and rebuildability with wet-type cylinder liners, Mack noted.

"Since introduction in late 1979, Mack's Mid-Liner trucks have been used in a number of applications, including the daily rental and one-way rental markets, and is hastening the switch from gasoline to diesel power," a Mack spokesman said.

truck industry news

Truck registrations hit four-year high in first half of 1983

First-half registrations of new trucks of all types in the U. S. were the highest in four years, and the June total was the best of any of the six months.

R. L. Polk & Co. reported 1,365,041 new-truck registrations in the January-June period, an increase of 13.3 percent over last year's 1,204,538 units.

In the first half of 1979 — the year which marked the start of the recent truck slump — new-truck registrations in the U. S. totaled 1,774,709 units.

June tallies totaled 274,989 units, 21.9 percent greater than last year's 225,522.

Through June, registrations were higher than a year ago in only one of the three major market segments, but were up in four of the eight weight classifications.

Six-month light-truck tallies totaled 1,287,867 units, a gain of 15.2 percent over the year-earlier 1,117,959. Medium trucks were down only one percent to 19,075 units, compared with 19,265 last year. Heavies were off 13.7 percent, from 67,314 units in 1982 to 58,099.

Group 1 registrations in the first half totaled 716,615, an increase of 16 percent over the previous year's 617,788. There were 565,417 Group 2 tallies, up 15.3 percent over the year-ago 490,467.

Group 3 registrations through June were down 39.9 percent to 5,835 units, compared with 9,704 in the first half of 1982.

There were increases in two of the three medium-truck weight classes, and a sizeable slump in the third.

In the first six months, there were 149 Group 4 registrations, compared with only five last year. The Group 5 count slipped from 755 last year to 270, a decline of 64.2 percent.

Six-month Group 6 registrations totaled 18,656 units, an increase of 0.8 percent over the

Continued on Page 16, Col. 4

HD registrations for six months decline 13.7 pct.

Registrations of new heavy trucks in the U. S. in the first six months of 1983 dropped almost 14 percent below last year's count, with declines in both weight groups making up this market segment.

In the January-June period, according to R. L. Polk & Co. statistics, 58,099 Groups 7 and 8 trucks were registered, a decrease of 13.7 percent from the 67,314 tallied in the first half of 1982.

Six-month registrations of Group 7 vehicles totaled 23,149

Continued on Page 16, Col. 3

U. S. TRUCK REGISTRATIONS

SIX MONTHS, 1983 VS. 1982★

	6 mos., 1983	Percent Share of '83 market	6 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	433,863	31.78	363,511	30.18	+ 1.60
Chevrolet	417,579	30.59	390,445	32.42	− 1.83
Dodge	123,765	9.07	110,860	9.20	− 0.13
GMC	117,882	8.64	108,451	9.00	− 0.36
Jeep	33,230	2.44	29,232	2.43	+ 0.01
International	21,892	1.60	21,604	1.79	− 0.19
Mack	7,137	0.52	8,047	0.67	− 0.15
Freightliner	4,956	0.36	3,613	0.30	+ 0.06
Plymouth*	4,768	0.35	5,583	0.46	− 0.11
Peterbilt	3,195	0.24	2,942	0.25	− 0.01
Kenworth	3,070	0.23	3,762	0.31	− 0.08
Mercedes-Benz	1,278	0.09	1,537	0.13	− 0.04
White	1,064	0.08	996	0.08	.....
Volvo	709	0.05	248	0.02	+ 0.03
Autocar	462	0.03	312	0.03	.....
Western Star	145	0.01	374	0.03	− 0.02
Miscellaneous**	190,046	13.92	153,021	12.70	+ 1.22
TOTALS	1,365,041	100.00	1,204,538	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.
*Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

SIX MONTHS, 1983 VS. 1982★

	6 mos., 1983	Percent Share of '83 market	6 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	14,203	24.44	14,589	21.67	+ 2.77
Ford	12,447	21.42	15,501	23.03	− 1.61
GMC	7,464	12.85	12,717	18.89	− 6.04
Mack	6,145	10.58	6,945	10.32	+ 0.26
Freightliner	4,956	8.53	3,613	5.37	+ 3.16
Chevrolet	3,286	5.66	4,005	5.95	− 0.29
Peterbilt	3,195	5.50	2,942	4.37	+ 1.13
Kenworth	3,070	5.28	3,762	5.59	− 0.31
White	1,064	1.83	996	1.48	+ 0.35
Volvo	709	1.22	248	0.37	+ 0.85
Autocar	462	0.80	312	0.46	+ 0.34
Mercedes-Benz	425	0.73	459	0.68	+ 0.05
Western Star	145	0.25	374	0.56	− 0.31
Miscellaneous	528	0.91	851	1.26	− 0.35
TOTALS	58,099	100.00	67,314	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.

Champion chairman

Veteran race truck builder Bill Stroppe, left, and off-road racer Rod Hall flank Chrysler Corp. Chairman Lee Iacocca at a presentation of off-road racing trophies. Hall was Overall Points Champion for 1982 and SCORE International 1982 Point Champion for points earned campaigning his Dodge four-wheel drive pickup. Stroppe and Hall presented the trophies to Iacocca in appreciation of Chrysler's support of their racing activities.

GMC offers specs to assist buyers

Continued from Page 15

smaller fleets and truck operators would not have convenient access to this information concerning tried and proven specifications," Rock pointed out.

The customer benefits from CP are far-reaching, beyond the initial advantages of being a simplified means of selecting established specifications for a precise application, he added.

For example, Rock noted, delivery time is substantially compressed from the time the order is placed since the CP truck is already in the computer system ready for production, or it may already be in stock.

In addition, he said, service-parts inventory requirements are significantly reduced and service and maintenance operations are facilitated by the high degree of CP truck component commonality.

The CP program also permits addition or deletion of options, trim and comfort accessories, depending on operator preference, he noted.

6-month tally is 58,099

HD truck registrations show 13.7-pct. decline

Continued from Page 15

units, down 23.3 percent from the year-ago 30,186. The Group 8 total was off 5.9 percent to 34,950 units, compared with 37,128 last year.

Second-quarter registrations this year were almost 20 percent higher than those in the first three months, 31,578 versus 26,521. A year ago, the April-June count was 21.3 percent greater than the first quarter's, 36,898 versus 30,416.

In June, 10,607 Groups 7 and 8 trucks were registered, a decline of 7.4 percent from last year's 11,456 units.

Through June, International accounted for 24.44 percent of the industry total with 14,203 registrations. Its share was 2.77 percentage points over last year's 21.67 percent on 14,589 tallies.

No. 2 Ford's share this year was down 1.61 points from 1982. Its 12,447 tallies through June took 21.42 percent of the industry total, compared with 23.03 percent a year ago with 15,501 units.

The biggest loss in penetration in the first half was suffered by GMC. Its share was down 6.04 points from a year ago, dropping to 12.85 percent on 7,464 tallies. In 1982, its six-month total of 12,717 units accounted for 18.89 percent of the total.

Freightliner scored the biggest gain in penetration in the January-June period. Its total of 4,956 tallies accounted for 8.53 percent, 3.16 points greater than last year's 5.37 percent on 3,613 registrations.

No !?&$, says Massachusetts

BOSTON. — A Massachusetts appeals board upheld the Registry of Motor Vehicles' action in revoking vanity automobile registration plates carrying the symbols — !, ?, & and $.

Holders of vanity plates carrying such symbols had appealed the move by Registrar. Alan A. Mackey to the state Board of Appeals for Motor Vehicles, Liability Policies and Bonds.

The state board ruled that the symbols were inconsistent "with the purpose of the regular and proper identification in law enforcement."

Sesi's 35th year

Sesi Lincoln-Mercury, Ypsilanti, Mich., is celebrating 35 years as an L-M dealership. Joe Sesi, right, accepts a plaque from Frank Gibbs, manager of L-M's Detroit sales district.

1st-half truck registrations highest charted in four years

Continued from Page 15

18,505 tallies in the like period a year ago.

Registrations were down from a year ago in both heavy-truck weight classifications, but the Group 8 decline was far smaller than the Group 7 slump.

Through June, there were 23,149 Group 7 registrations, a drop of 23.3 percent from last year's 30,186 units. The Group 8 total was down 5.9 percent to 34,950 units in the first half, compared with 67,314 a year ago.

• Chevrolet had a slight lead over Ford in June registrations, but still trailed Ford by more than 16,000 units at the end of the first half.

Through June, Ford had 433,863 registrations good for 31.78 percent of the industry total, 1.60 percentage points higher than last year. A year ago, Ford was No. 2 with 363,511 tallies which accounted for 30.18 percent.

Chevrolet accounted for 30.59 percent of the six-month industry total with 417,579 tallies, a decline of 1.83 points from last year's 32.42 percent on 390,445 tallies.

In the first half, Ford built up a small lead over Chevrolet in light-truck tallies, and was ahead in the big-truck count by more than 11,000 units.

Ford's light-truck registrations through June totaled 417,059 units, compared with 411,968 for Chevrolet. The big-truck total was 16,804 for Ford and 5,611 for Chevrolet.

Other than Ford, Freightliner, Volvo, Jeep and the miscellaneous group were the only gainers in penetration in the January-June period.

Jeep seeks broader market with new SportWagon line

Continued from Page 15

group. Prospects include affluent owners of large sport utility vehicles who are seeking a sleeker, smaller vehicle.

"We expect that the enthusiast group will account for about 30 percent of the compact SportWagon sales, with the main emphasis on Cherokee 2-door models," Cappy said.

"The family group should capture about 55 percent of sales, with the Cherokee 4-door the volume leader. The luxury group will account for about 15 percent of sales and will be mostly Wagoneer Limited buyers."

Cappy said the Wagoneer and Cherokee are the first totally new vehicles introduced by Jeep in 20 years.

"They represent a quarter billion dollar investment in the future," Cappy said, "one that will assure Jeep's leadership in four-wheel-drive."

GMAC promotes Buller

DETROIT. — Larry W. Buller has been promoted to manager of the General Motors Acceptance Corp. branch in Merritt Island, Fla. He succeeds Johnny L. Ricketson who has been appointed assistant control branch manager in Indianapolis.

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The Wolfsburg edition Scirocco is fitted with VW's new 1.8-liter four-cylinder power plant (the same engine is in the Rabbit GTI). With a top speed of 110 MPH, the car is the fastest VW ever sold in the U. S.

The new engine increases horsepower by some 20 percent over that of the 1983 engine. Horsepower output: 90.

Those lightweight wheels are a fairly widespread option for 1984. The new Fiero from Pontiac, for example, while not boasting a lengthy list of add-ons, does have cast aluminum wheels available.

• Big news from American Motors this fall is the Encore, a hatchback version of the Alliance. Options on Encore include upgrade trims on the S, LS and GS types. There will be, in addition, a five-speed manual with overdrive transmission and an automatic three-speed.

The popular AMC Eagle also is being offered with the five-speed overdrive gear box and the three-speed automatic.

Jeep options include the big 4-2-liter engine along with those transmission offerings on the other AMC passenger cars.

In the all-new XJ line an optional 2.8-liter V-6 built by General Motors is an option with the five-speed and the three-speed automatic also is available. The options list includes, too, full-time or part-time four-wheel drive.

At Ford Motor Co., the option news also is under the hood. A 115-horsepower 1.6-liter turbocharged engine will be optional in the Ford Escort GT, the Mercury Lynx RS and Ford EXP. That availability may not be solid on public introduction day, but the option will spread as the engine becomes available.

The SVO (Special Vehicle Operations) Mustang option comes with an intercooled, multipoint injection, turbocharged engine displacing 2.3 liters. It will turn out some 165 HP and promises to be the No. One talked-about powerplant in 1984.

Buick is the turbocharging division at General Motors and it is in the turbo area the division puts on the dog this year.

For '84 the Skyhawk gets turbo power with the optional 1.8-liter, 130 HP engine. And, across the line at Buick, the GM 4.3-liter diesel is an option — except on the T types.

Chevrolet Division will offer a sporty Eurosedan version of its Celebrity. That will mean a European style ride because of suspension hardening and such niceties as Lear-Seigler bucket seats and all-weather tires.

At Chevy the watchword is a car for everyone, again, and a look at the engine availability reconfirms it. There are choices on the Malibu, for instance, of engines ranging in displacement from 3.8 liters to 5.0 liters with the 4.3-liter diesel tossed in for good measure.

Engine changes shake up the parts market

Spark plugs continue to be the engine component most often replaced as part of a tuneup.

According to Champion Spark Plug Co.'s annual survey of the parts and services included in a tuneup, 81 percent of all ignition work performed in 1982 included new spark plugs. This statistic has remained virtually constant since 1976.

As expected, certain parts are playing lesser roles in tuneups as engine designs change. New points were part of 75 percent of tuneups in 1976, but only 47 percent in 1982. New condensers, once part of 62 percent of tuneups, are now in only 36 percent, according to Champion.

"The decline in the use of points and condensers, obviously, is because they are no longer used in engines with electronic ignition," David L. Walker, Champion's director of automotive technical services, said.

"What is interesting, however, is that despite the fact that electronic ignition systems have been installed on all U.S.-made cars since 1975, there is still a large market—47 and 36 percent respectively — for points and condensers. Many of the pre-electronic ignition cars are still on the road and in need of tuneups," Walker said.

The use of new rotors, distributor caps, and ignition wires as parts of a tuneup has remained relatively stable over the past six years, the survey showed. In 1982, rotors were replaced in 29 percent of the tuneups; distributor caps in 23 percent, and ignition wires in 14 percent.

"With the higher voltage requirements in modern engines, more attention needs to be paid to rotors, distributor caps, and ignition wires, which under greater load may show increased wear," Walker said.

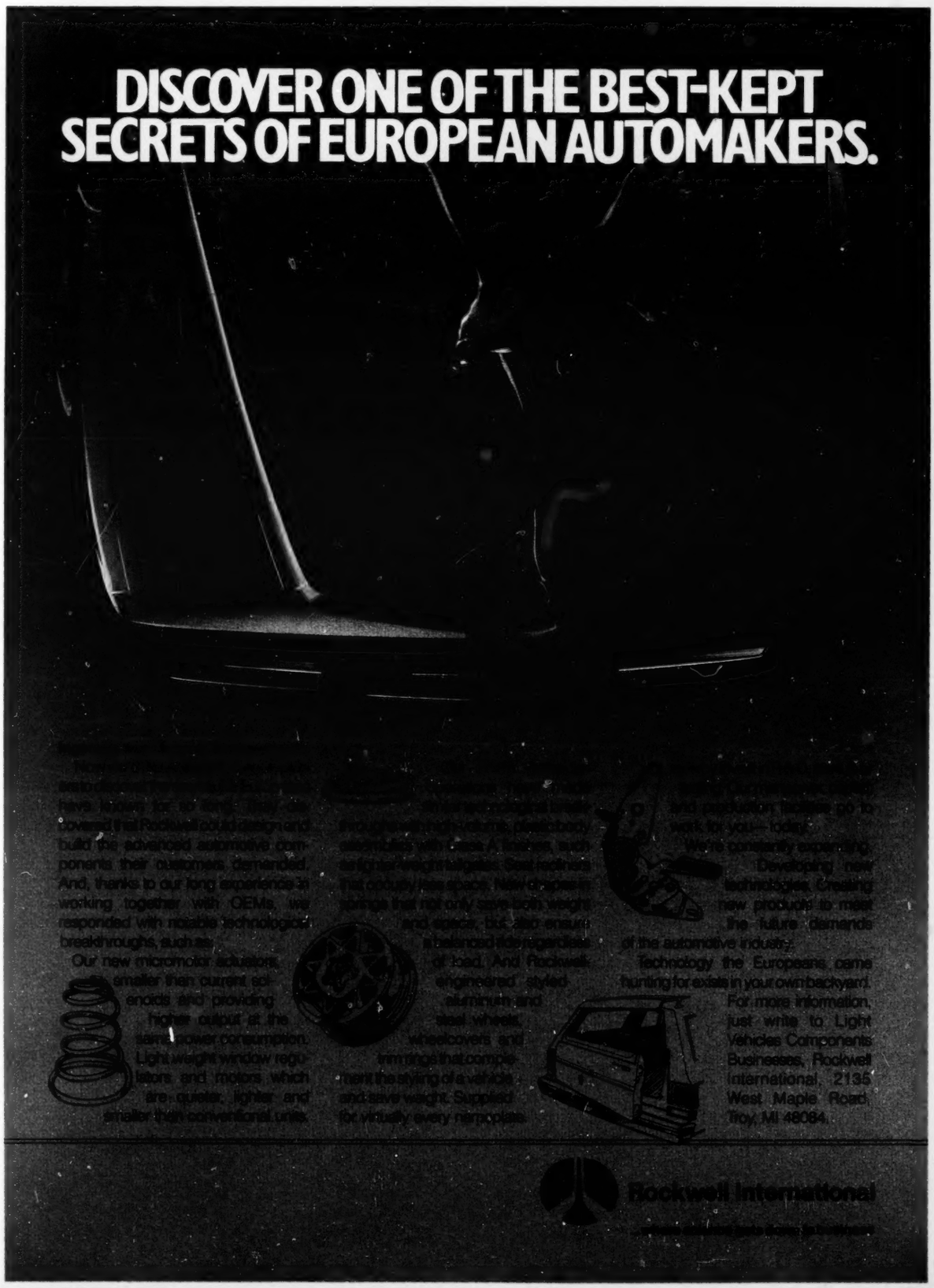
The installation of new PCV valves grew from 17 percent in 1976 to 20 percent in the recent survey; new air filters increased from 51 percent to 59 percent.

Parts included in a Tuneup

	Year of Survey	
	1976	1982
New spark plugs	81%	81%
New points	75%	47%
New condenser	62%	36%
New rotor	31%	29%
New distributor cap	20%	23%
New ignition wires	16%	14%
New PCV valve	17%	20%
New air cleaner	51%	59%

Services included in a Tuneup

	Year of Survey	
	1976	1982
Timing checked and/or adjusted	80%	81%
Carburetor checked and/or adjusted	68%	68%
Old plugs gapped and/or cleaned	8%	8%



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IMPORT REGISTRATION SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis., May, 1983	Percent Share of Market	Regis., May, 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 5 mos., 1983	Percent Share of Market	Regis., 5 mos., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	44,809	20.82	47,723	25.23	— 4.41	214,007	21.09	206,242	23.61	— 2.52
Nissan	42,659	19.82	38,995	20.62	— 0.80	207,842	20.49	167,097	19.13	+ 1.36
Honda	34,172	15.87	30,589	16.17	— 0.20	151,191	14.90	148,252	16.97	— 2.07
Mazda	14,068	6.53	13,467	7.12	— 0.59	69,953	6.90	59,625	6.83	+ 0.07
Subaru	12,770	5.93	10,440	5.52	+ 0.41	58,617	5.78	55,170	6.31	— 0.53
VW	11,679	5.43	11,659	6.16	— 0.73	55,919	5.51	.....	.....	.....
Alliance	11,216	5.21	.....	.....	.....	55,900	5.51	59,974	6.86	— 1.35
Volvo	8,651	4.02	6,709	3.55	+ 0.47	36,019	3.55	29,067	3.33	+ 0.22
Mercedes	6,308	2.93	5,906	3.12	— 0.19	28,319	2.79	26,410	3.02	— 0.23
BMW	3,773	1.75	4,272	2.26	— 0.51	21,387	2.11	19,169	2.19	— 0.08
Audi	.....	.....	3,730	1.97	.....	.....	.....	18,074	2.07	.....
Others	25,173	11.69	15,653	8.28	+ 3.41	115,396	11.37	84,577	9.68	+ 1.69
TOTAL	215,278		189,123			1,014,550		873,657		
Share of U. S. Total		27.85		26.72	+ 1.13		29.93		28.54	+ 1.39

Registrations for Oklahoma not available.

May total tops last year by 13 pct.

Import registrations on the rise

By Jenny L. King
Staff Writer

New imported-car registrations were up 3.39 percent in May compared with the preceding month, and they rose 13.83 percent when matched with May, 1982, figures.

The imports' May market penetration, however, was at its lowest point thus far in the calendar year.

According to figures compiled by R. L. Polk & Co., import registrations totaled 215,278 in May, up 3.39 percent from 208,211 in April, and up 13.83 percent from 189,123 for May, 1982.

Import market penetration in May was 27.85 percent, up from 26.72 percent a year earlier but the shallowest of the current calendar year. Import penetration has declined steadily from 32.09 percent in January to 27.85 percent in May.

Year-to-date import registrations numbered 1,014,550, up 16.13 percent from 873,657 for the first five months of 1982. Penetration the first five months, 1983, was 29.93 percent, up from 28.54 percent in 1982.

In May, Toyota claimed first place among new imports, with Nissan placing a close second. Toyota dropped 4.41 percentage points, to 20.82 percent from 25.23 percent last year, while Nissan had 19.82 percent this year compared with 20.62 percent in May of 1982.

Third-place Honda dipped to 15.87 percent from 16.17 percent, Mazda was fourth with 6.53 percent and Subaru fifth at 5.93 percent. Volkswagen slipped to sixth from fifth place and dropped 0.73 percentage points. Renault Alliance was seventh with 5.21 percent of the import total, followed by Volvo, Mercedes and BMW.

The top 10 imports accounted for 88.31 percent of the import market segment, down from 81.72 percent in May a year ago.

• In the first five months of 1983, Nissan picked up 1.36 percentage points, Mazda was up 0.07 percentage points and Volvo climbed 0.22 percentage points. Toyota lost the most ground, down 2.52 percentage points during the period. Ten imports accounted for 88.63 percent of the market, down from 90.32 percent last year.

Japanese-buit imports claimed 72.01 percent of the import total in May, down from 77.82 percent a year earlier. U. S. imports — VW Rabbits, Renault Alliances and U. S.-built Honda Accords — represented the secondly largest piece of the total, 10.23 percent. Cars from West Germany were third at 9.23 percent, and Swedish products were fourth at 5.20 percent. ("U. S. imports" is Polk's term for cars built in this country by foreign-based companies.)

Registrations by country of origin in May were as follows:

	May, 1983	May, 1982
Japan	155,021	147,181
United States	22,016	7,488
West Germany	19,872	19,357
Sweden	11,185	8,318
France	4,558	4,116
Great Britain	1,505	922
Italy	1,047	1,536
Ireland	74	205
TOTAL	215,278	189,123

Registrations by country of origin for the five months were:

	5 mos., 1983	5 mos., 1982
Japan	744,915	677,628
West Germany	99,457	89,046
United States	95,356	39,781
Sweden	46,396	35,833
France	18,073	19,173
Great Britain	5,829	3,478
Italy	4,270	7,333
Ireland	254	1,385
TOTAL	1,014,550	873,657

Imported truck registrations totaled 36,829 in May, up 10.23 percent from 33,410 last year. The breakout by manufacturer was:

	May, 1983	May, 1982
Toyota	13,301	11,631
Nissan	9,846	7,384
Mazda	5,458	3,542
Isuzu	2,041	.....
Volkswagen	.....	2,276
Others	6,183	8,577
TOTAL	36,829	33,410

Registrations of trucks during the first five months were:

	5 mos., 1983	5 mos., 1982
Toyota	59,439	54,359
Nissan	45,050	37,697
Mazda	25,065	.....
Dodge Ram 50	10,274	13,937
Ford Courier	.....	13,609
Others	36,049	50,436
TOTAL	175,877	170,038

TOP CARS

U. S. registrations for the first five months of 1983. Registrations not available for Oklahoma.

1983 Position		Make	1982 Position
1—	484,525	Chevrolet	506,193— 1
2—	380,183	Ford	354,539— 2
3—	366,862	Oldsmobile	305,248— 3
4—	307,605	Buick	274,571— 4
5—	214,007	Toyota	206,242— 5
6—	207,842	Nissan	167,097— 7
7—	185,263	Pontiac	189,338— 6
8—	151,191	Honda	148,252— 8
9—	141,569	Mercury	127,212— 9
10—	122,484	Dodge	101,844—11
11—	112,754	Plymouth	103,365—10
12—	111,244	Cadillac	92,412—12
13—	98,696	Chrysler	61,053—13
14—	69,953	Mazda	59,625—15
15—	58,617	Subaru	55,170—16
16—	55,919	Alliance	....
17—	55,900	Volkswagen	59,974—14
18—	37,409	Lincoln	31,600—18
19—	36,019	Volvo	29,067—19
20—	28,319	Mercedes	26,410—20
21—	26,634	AMC	38,577—17
22—	21,387	BMW	19,169—21
....	.....	Audi	18,074—22
	115,396	Other Imports	84,577
	341	Misc. Dom.	1,142
	3,390,119	TOTAL	3,060,751

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Hatchbacks complement Alliance line for '84

Encore joins AMC-Renault team

The Renault Encore, a follow-up act to the Alliance, is waiting in the wings for introduction this fall.

The Encore, a hatchback version of the Alliance, is the second entry into the subcompact market for the American Motors-Renault partnership.

While sharing the basic platform of the Alliance, which enjoyed sales topping 100,000 in its first year, the front-wheel-drive Encore has an aerodynamic rear liftgate with wraparound glass and a spoiler, which is standard on high-line models and optional on other models.

Six Encore models are offered, varying by trim and equipment levels. The 3-door version is available in base, custom S, deluxe LS and luxury/sport GS versions; the 5-door is offered in S and LS models. The tentative base prices of the six models run from $5,755 to $7,547.

Powered by a transverse-mounted, electronically fuel-injected 1.4-liter engine, Encore has rack and pinion steering and an independent front suspension system.

An overdrive 4-speed manual transmission is standard on base and S models, and an overdrive 5-speed manual transmission is standard on LS and GS models. A 3-speed automatic transaxle is an option on all models.

• These powertrain combinations are identical to those of the Alliance, which offered estimated fuel economy ratings of 37 MPG city and 42 MPG highway in 1983.

Primary competition for the Encore was identified as the Escort and Chevette hatchbacks.

Wheelbase of both the 3-door and 5-door models is 97.8 inches, and overall length is 160.6 inches. Curb weight is 2,010 pounds for the 3-door and 2,044 pounds for the 5-door.

The standard tire on the manual-drive models is a 175/70R-13 steel-belted radial, and with the automatic transmission, tires are 155/80R-13 glass-belted radials.

Encore's similarities to Alliance continue on the inside, with pedestal front seats mounted on twin curved tracks. The seats in the LS and GS models feature six-way adjustment, reclining and rocking.

Encore's split folding rear seat increases cargo carrying capability.

Among the many options available on the Encore are the Systems Sentry, which electrically monitors fluid levels in the vehicle, and a keyless entry system which uses infra-red light waves activated from a key chain.

Encore is available in 10 exterior colors and four cloth and two vinyl interiors are offered, depending on the model. A leather seat trim option is available.

• The Alliance was not significantly changed for the 1984 model year, due to a "why change a good thing" attitude on the part of AMC and Renault.

Among the refinements it received are improved audio systems and the addition of a second windshield washer orifice. A decklid luggage rack is a new option.

Tentative base prices for Alliance's six models range from $5,959 to $8,014.

AMC has dropped the Spirit, Concord and Eagle SX-4 models from its lineup, thus making the "senior" Eagle the sole surviving AMC-developed car line. Not including the Alliance and Encore, the AMC model count is down to four for 1984 from 10 in 1983 and 23 in 1982.

The 1984 Eagle is offered in two body styles—a 4-door sedan and 4-door wagon. The sedan will have only a DL model, while the wagon is available in DL, Sport and Limited series.

Standard on all models is a new in-line 2.5-liter (150-CID) 4-cylinder engine. An in-line 4.2-liter (258-CID) 6-cylinder engine is available as an option.

Transmissions for the Eagle include a standard 4-speed manual, as well as an optional 5-speed manual and 3-speed automatic.

All four Eagle models feature the Select-Drive System which allows motorists to choose between two-wheel drive and four-wheel drive with the flip of a switch.

The Encore, Alliance and Eagle are covered by 12,000-mile, 12-month warranties, three-year No-Rust-Thru warranties and an additional 12/12 Extended Powertrain Protection program.

AMC FOR 1984

	Wheelbase (Inches)	Length (Inches)	Width (Inches)	Height (Inches)	Curb Weight (Pounds)
Renault Encore 3-door hatchback	97.8	160.6	65.0	54.5	2,010
Renault Encore 5-door hatchback	97.8	160.6	65.0	54.5	2,044
Renault Alliance 2-door sedan	97.8	163.8	65.0	54.5	1,969
Renault Alliance 4-door sedan	97.8	163.8	65.0	54.5	2,000
Eagle 4-door sedan	109.3	180.9	72.3	54.4	3,169
Eagle 4-door wagon	109.3	180.9	72.3	54.6	3,384

Still flying for '84

Although American Motors has dropped the Spirit and Concord lines, the Eagle remains. The 1984 two-wheel-drive and four-wheel-drive Eagle is offered in both four-door sedan and wagon body stayles. Eagle has Select-Drive, which enables the driver to select either driving mode with the flip of a switch.

Renault Alliance receives refinements

Alliance, the first offspring of the American Motors-Renault union, is not significantly changed for the 1984 model year. Added features include improved audio systems and an optional decklid luggage rack.

factories list auction dates

American Motors

Aug. 24—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, East Windsor, Conn.

Aug. 25—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Aug. 26—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Aug. 30—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 31—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Chrysler Corp.

Aug. 23—Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Aug. 24—Southern Auto Auction, Warehouse Point, Conn.

Aug. 25—Northway Exchange, Clifton Park, N. Y., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 26—Concord Auto Auction, Acton, Mass.

Aug. 30—Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Aug. 31—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and Dallas Auto Auction, Grand Prairie, Tex.

Ford Motor Co.

Aug. 24—Columbus Fair Auto Auction, Obetz, O., and Northway Exchange, Clifton Park, N. Y.

Aug. 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

Sept. 1 — 166 Auto Auction, Springfield, Mo.

General Motors

Aug. 23—Aptco Auto Auction, Taylor, Mich.

Aug. 24—Hatfield Auto Auction, Hatfield, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Aug. 25 — Indianapolis Auto Auction, Indianapolis, Ind.

Aug. 30—Arena Auto Auction, Chicago, Ill.

Aug. 31—Metro Auto Auction, Kansas City, Mo.

Chevy signs Urfer

ARCADIA, Fla. — Emery Urfer has been franchised by Chevrolet.

auction directory

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Used Car Sales
Auction Averages

August to date	$5,164
Month ago	$5,158
Year ago	$4,921

Earnhardt consignment lots move cars at rapid rate

TEMPE, Ariz. — There is plenty of action here at Tex Earnhardt's used-car lots.

The cars are moving out rapidly under a consignment franchise, called Triex, according to Gary Langseth, sales manager. Triex was developed in California by the founders of the Century 21 realty organization.

Langseth said that the oldest cars sold at the lots are 1977 models and cars have been selling at between 45 and 50 each month.

"It is very simple," he said. "The used-car owner advises us to sell his or her car and we make an agreement about the price. We advise that the car can remain on the lot for 60 days and if it doesn't sell, it is returned to the owner."

In the consignment business for the past eight months, Earnhardt said that owners who bring their cars to him are happy because they know what they must pay in cleanup and listing fees, what must be paid in commission when the car is sold and how much they can take to the bank when the sale is completed. The dealership mentioned a fee of $95 up front.

The Earnhardt dealership gets involved in all factors of the sale, including liens and insurance. Earnhardt said this is important because most late-model used cars carry a lien.

Triex, for an initial membership fee of $10,000 and monthly fees of about $2,000, provides advertising, promotion and public knowledge of the Triex sticker with its firm price on the window of every used car sold under the franchise.

Between 20 and 24 salespersons are working on the system at Earnhardt's lots and they are producing results so far amounting to sales of 94 percent of the used cars, Earnhardt said.

The dealership is very happy with the success of the Triex system, he said, because only the finest cars are taken as trade-ins for new cars sold by Earnhardt's dealership.

He added that older or suspicious automobiles absorbed in tradeins are sold to wholesalers and this leaves the Earnhardt lot full of quality cars.

Cars have been selling at a rate of between 10 and 12 days after receipt, Langseth said.

Model breakdown
Auction Averages

	AUGUST TO DATE	JULY	JUNE
1983	$10,603	$11,178	$10,012
1982	7,810	7,622	8,070
1981	6,126	6,164	6,142
1980	5,077	5,281	4,906
1979	4,561	4,529	4,644
1978	3,592	3,353	3,475
1977	2,756	2,645	2,779
1976	1,959	2,113	1,877
Overall Average	$ 5,164	$ 5,172	$ 5,138

Pontiac for Behel

SAN JOSE, Calif.—Lee Behel has been appointed a Pontiac dealer here.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

FIVE MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	May, '83	.....	.....	.....	.....	.....	.....	.....	78	78
	May, '82	.....	.....	.....	.....	.....	.....	.....	35	35
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	314	314
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	254	254
CHEVROLET	May, '83	42,521	33,791	1,581	.....	27	501	536	24	78,981
	May, '82	37,799	30,999	1,631	.....	31	406	782	66	71,714
	Year to Date '83	179,682	143,081	3,684	.....	106	1,788	2,441	199	330,981
	Year to Date '82	175,422	134,036	7,230	.....	175	1,807	3,013	277	321,960
(Memo Units) #	May, '83	28,480	14,336	.....	.....	.....	.....	.....	.....	42,816
	May, '82	22,408	11,061	.....	.....	.....	.....	.....	.....	33,469
	Year to Date '83	123,030	58,108	.....	.....	.....	.....	.....	.....	181,138
	Year to Date '82	105,537	43,183	.....	.....	.....	.....	.....	.....	148,720
DODGE	May, '83	13,783	9,505	.....	.....	.....	.....	.....	.....	23,288
	May, '82	12,500	7,153	1	.....	.....	.....	.....	.....	19,654
	Year to Date '83	60,706	39,080	.....	.....	.....	.....	.....	.....	99,786
	Year to Date '82	59,529	30,978	18	.....	.....	.....	.....	.....	90,525
(Memo Units) #	May, '83	8,173	6,881	.....	.....	.....	.....	.....	.....	15,054
	May, '82	7,563	1,725	.....	.....	.....	.....	.....	.....	4,663
	Year to Date '83	36,886	27,459	.....	.....	.....	.....	.....	.....	64,345
	Year to Date '82	38,099	21,054	.....	.....	.....	.....	.....	.....	59,153
FORD	May, '83	29,422	48,653	.....	.....	.....	730	1,643	585	81,034
	May, '82	25,327	43,189	.....	.....	.....	992	2,444	790	72,742
	Year to Date '83	123,245	209,999	.....	.....	.....	3,717	7,404	2,958	347,323
	Year to Date '82	93,515	177,740	.....	.....	.....	4,324	9,200	3,485	288,264
(Memo Units) #	May, '83	22,732	18,750	.....	.....	.....	.....	.....	.....	41,482
	May, '82	15,271	16,162	.....	.....	.....	.....	.....	.....	31,433
	Year to Date '83	92,634	81,289	.....	.....	.....	.....	.....	.....	174,123
	Year to Date '82	46,042	62,680	.....	.....	.....	.....	.....	.....	108,722
FREIGHTLINER	May, '83	.....	.....	.....	.....	.....	.....	.....	832	832
	May, '82	.....	.....	.....	.....	.....	.....	.....	659	659
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	3,710	3,710
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,022	3,022
GMC	May, '83	9,703	10,849	40	.....	33	497	697	569	22,388
	May, '82	8,693	9,375	160	.....	114	344	1,096	872	20,654
	Year to Date '83	39,814	45,169	90	.....	131	2,243	3,696	2,426	93,569
	Year to Date '82	35,736	39,031	545	.....	355	1,505	7,525	3,578	88,275
(Memo Units) #	May, '83	6,005	4,782	.....	.....	.....	.....	.....	.....	10,787
	May, '82	4,344	2,826	.....	.....	.....	.....	.....	.....	7,170
	Year to Date '83	24,001	17,583	.....	.....	.....	.....	.....	.....	41,584
	Year to Date '82	17,771	11,059	.....	.....	.....	.....	.....	.....	28,830
INTERNATIONAL	May, '83	.....	.....	.....	.....	.....	1,483	913	1,630	4,026
	May, '82	.....	.....	.....	.....	.....	1,247	1,125	1,529	3,901
	Year to Date '83	.....	.....	.....	.....	.....	6,064	4,243	7,478	17,785
	Year to Date '82	.....	.....	.....	.....	.....	5,914	5,026	6,831	17,771
JEEP	May, '83	3,734	2,282	.....	.....	.....	.....	.....	.....	6,016
	May, '82	3,457	2,080	.....	.....	.....	.....	.....	.....	5,537
	Year to Date '83	15,811	10,853	.....	.....	.....	.....	.....	.....	26,664
	Year to Date '82	12,702	10,206	.....	.....	.....	.....	.....	.....	22,908
(Memo Units) #	May, '83	3,734	1,942	.....	.....	.....	.....	.....	.....	5,676
	May, '82	3,457	1,559	.....	.....	.....	.....	.....	.....	5,016
	Year to Date '83	15,811	8,933	.....	.....	.....	.....	.....	.....	24,744
	Year to Date '82	12,702	7,563	.....	.....	.....	.....	.....	.....	20,265
KENWORTH	May, '83	.....	.....	.....	.....	.....	.....	.....	574	574
	May, '82	.....	.....	.....	.....	.....	.....	.....	747	747
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,612	2,612
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,103	3,103
MACK	May, '83	.....	.....	.....	.....	.....	159	114	923	1,196
	May, '82	.....	.....	.....	.....	.....	188	44	1,234	1,466
	Year to Date '83	.....	.....	.....	.....	.....	749	388	4,667	5,804
	Year to Date '82	.....	.....	.....	.....	.....	936	251	5,490	6,677
MERCEDES-BENZ	May, '83	.....	.....	.....	.....	.....	141	69	.....	210
	May, '82	.....	.....	.....	.....	.....	178	69	.....	247
	Year to Date '83	.....	.....	.....	.....	.....	695	307	.....	1,002
	Year to Date '82	.....	.....	.....	.....	.....	911	362	.....	1,273
PETERBILT	May, '83	.....	.....	.....	.....	.....	.....	.....	581	581
	May, '82	.....	.....	.....	.....	.....	.....	.....	501	501
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,685	2,685
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,405	2,405
PLYMOUTH	May, '83	447	401	.....	.....	.....	.....	.....	.....	848
	May, '82	435	337	.....	.....	.....	.....	.....	.....	772
	Year to Date '83	2,158	1,697	.....	.....	.....	.....	.....	.....	3,855
	Year to Date '82	2,938	1,725	.....	.....	.....	.....	.....	.....	4,663
VOLVO	May, '83	.....	.....	.....	.....	.....	.....	60	75	135
	May, '82	.....	.....	.....	.....	.....	.....	26	20	46
	Year to Date '83	.....	.....	.....	.....	.....	.....	298	239	537
	Year to Date '82	.....	.....	.....	.....	.....	.....	134	52	186
WESTERN STAR	May, '83	.....	.....	.....	.....	.....	.....	.....	28	28
	May, '82	.....	.....	.....	.....	.....	.....	.....	51	51
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	123	123
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	313	313
WHITE	May, '83	.....	.....	.....	.....	.....	.....	.....	127	127
	May, '82	.....	.....	.....	.....	.....	.....	.....	151	151
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	883	883
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	809	809
MISCELLANEOUS*	May, '83	32,859	621	.....	24	.....	.....	34	63	33,601
	May, '82	26,536	602	.....	.....	1	.....	6	155	27,300
	Year to Date '83	149,007	2,871	.....	115	5	.....	106	315	152,419
	Year to Date '82	123,334	2,538	.....	4	4	.....	50	678	136,608
TOTALS	May, '83	132,470	106,102	1,621	24	60	3,511	4,066	6,089	253,943
	May, '82	114,747	93,735	1,792	.....	146	3,355	5,592	6,810	226,177
	Year to Date '83	570,423	452,750	3,774	115	242	15,256	18,883	28,609	1,090,052
	Year to Date '82	503,176	396,254	7,793	4	534	15,397	25,561	30,297	979,016

★—No Oklahoma registrations, 1983 and 1982: Delaware, May, 1982.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco II, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokees, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.
—Compiled from R. L. Polk & Co. data

Toyota Cressida becomes Griffith Panther

Jack Griffith is modifying Toyota cars and calling them the Griffith Panther GTS (Cressida) and Griffith Panther GTC (Celica Supra). The modification includes a turbocharger system. The cars will be sold through selected Toyota dealerships and will be priced from $18,000 to $21,000. No more than 1,250 will be produced by the end of the 1984 model year.

Griffith modifying Toyotas for high-performance fans

JACKSONVILLE, Fla.—Jack Griffith, whose high-powered Griffith cars were widely known in the "Golden Age of Horsepower" in the 1960s, has turned his hand to modifying Toyotas.

He calls them the Griffith Panther GTC and the Griffith Panther GTS. The GTC is a Toyota Celica Supra and the GTS is a Toyota Cressida.

He plans to produce no more than 1,250 of his Panthers by the end of the 1984 model year. They will be priced between $18,000 and $21,000 and will be sold through selected Toyota dealerships.

"What we've done," said Griffith, "is take a pair of cars that are already stellar performers in their own right and, with a specially designed package of modifications, turn them into what might be called 'everyday exotics' that will perform on a par with the best European and American high-performance cars."

The Griffith cars that first appeared in 1964 were, like Carroll Shelby's Cobras, a hybrid of a British-built two-seater with a Ford V-8 engine.

• The Panther GTC and GTS, however, achieve their performance increases not by changing engines but by the installation of a turbocharger system designed by George Spears, of SPEARCO Turbo Systems, for Jack Griffith Enterprises.

The turbocharged system is designed to reach about 193 HP. Griffith said the turbocharged engines are emissions-certified in 49 states, with California certification expected shortly.

Other changes include a tuned suspension and exhaust system and special graphics package.

The Panther GTS (Cressida) also will feature high-performance wheels and tires, aerodynamic rear wing, new front grille and spoiler and driving lights and a modified interior.

All Panther cars will carry a 45,000-mile and/or 5-year insured warranty on all Griffith engine parts. Each car will have a number plate on the instrument panel to indicate when it was produced.

Griffith Enterprises expects production of the GTS to begin this fall.

Toyota turbos

Griffith Panthers include new sway bars, a new exhaust system and a turbocharged engine designed to reach about 193 HP.

Salaried workers get $558 million in GM savings plan

DETROIT. — General Motors salaried employes in the U. S. who participate in the GM Savings-Stock Purchase Program (S-SPP) received $558 million Aug. 1, representing $2.50 for every dollar saved during 1980.

Some 65,000 employes opted for distribution of their 1980 S-SPP assets and received GM common stock, government securities and cash valued at $390 million.

More than 25,000 employes chose to leave $168 million in the tax-sheltered trust until they retire or decide to withdraw their assets earlier under terms of the program.

The program encourages employes to set aside a portion of their pay, which is then partially matched by GM and placed in one of five investment options available to each employe.

Currently, 80 percent of GM's U. S. salaried employes participate in the program and save an average of 9 percent of their compensation.

Since the inception of the S-SPP in 1955, GM employes have saved nearly $4 billion. Their savings, combined with GM's contribution, have been used to purchase 83 million shares of GM common stock, and more than $2 billion in U. S. government bonds and other securities.

Chevy for Bachrodt

POMPANO BEACH, Fla. — Louis Bachrodt III signed a Chevrolet sales and service agreement.

Milestone reached 8 weeks ahead of 1982

Year's auto output tops 4 million

By Mary Beth Mayer
Staff Writer

The domestic auto makers reached a milestone last Wednesday (Aug. 7) as the four-millionth automobile of 1983 was assembled, about eight weeks earlier than in 1982. Last year, the four-million mark was reached Oct. 11.

So far this year, the manufacturers have built 4,058,722 cars, a 22.00 percent gain from 3,326,860 units finished in the comparable year-ago period.

Last week's estimated production was 109,358 units, a 6.74 percent increase from the previous week's 102,455, and a 45.41 percent jump from last year's 75,207.

Breakdown for last week's production by company was: General Motors, 47.89 percent; Ford Motor Co., 29.20 percent; Chrysler Corp. 15.41 percent; American Motors, 3.98 percent; Volkswagen of America, 2.15 percent, and Honda 1.37 percent.

GM was the only maker with plants down last week. Its Detroit, Van Nuys and Willow Run facilities were idle for model changeover. Van Nuys reopened last Friday (Aug. 19), while Willow Run and Detroit are slated to resume operations today (Aug. 22).

Overtime was scheduled last week at GM's Flint plant (Buick Regal) and Ford's Kansas City facility (Tempo/Topaz). Chrysler's Jefferson point also worked overtime last week.

obituaries

Ross Roy, 85; auto ad pioneer, head of agency

DETROIT.—Ross Roy, 85, chairman of Detroit-based Ross Roy Advertising, died Aug. 16 at his home in Grosse Pointe Shores, Mich., after a brief illness.

Mr. Roy was the last survivor of a group of Detroit advertising agency pioneers—Henry T. Ewald, Theodore F. MacManus and Lou Maxon—whose agencies grew up with the auto industry.

Mr. Roy founded his agency in 1926. Today it is one of the top 25 worldwide. He had been a prominent business and civic leader in Detroit.

Mr. Roy was an auto salesman in the mid-1920s when he devised the industry's first product comparison study to gain a selling edge over competitors. He sold Dodge.

His knowledge of Dodge cars and news of his unusual merchandising and selling techniques led to his being asked to provide his services for Dodge and, after Chrysler Corp. acquired it, for the entire corporation.

Edward L. Cleary

TEQUESTA, Fla.—Edward L. Cleary, 79, retired executive vice president of the Chicago Automobile Trade Assn., died here Aug. 6. Known as "Mr. Auto Show," Mr. Cleary was the general manager of the Chicago Automobile Show from 1950 to 1970, when he retired.

Joseph J. Seregny

DETROIT.—Joseph J. Seregny, 55, former advertising manager for Lincoln-Mercury and executive vice president of Young & Rubicam, Inc., died Aug. 16. Mr. Seregny was a consultant who established a Detroit office for Benton & Bowles recently. He was a past president of the Detroit Advertising Assn. and a former vice president of the Adcraft Club of Detroit.

25 years

Frank Raduenz, right, Stillwater Motor Co., Stillwater, Minn., receives a tray commemorating 25 years as a Buick dealer. Presenting the award is J. E. Pirtle, Buick zone manager.

Chicago auction slates sale of collector cars

CHICAGO. — The Greater Chicago Auto Auction will hold its fifth annual collector car auction, show and swap meet Aug. 27-28.

The event will feature 400 cars—classics, antiques, special interest vehicles, trucks, sports cars and muscle cars. Cars in every price category will be available, according to auction officials.

Spectators will see a cross-section of automobiles, including a 1929 Pierce Arrow, various Model Ts and Model As, Corvettes, Mustangs and Thunderbirds and a large collection of '57 Chevrolet convertibles.

The auction will be held at Greater Chicago Auto Auction site, 12055 S. Cicero, Chicago, and will begin at 10 a.m. Aug. 27 and Aug. 28.

Canadian output up 9 pct. for year to date

Last week's Canadian car production climbed 26.06 percent above the previous week's total, but was off 20.82 percent from the year-ago mark.

The car makers targeted 11,274 units last week, up from 8,944 the week before and down from 14,238 in the year-ago period.

So far this year, 620,087 cars have been completed in Canada, up 9.76 percent from 564,988 built in the comparable 1982 period.

Last week, truck production fell 8.00 percent as Ford closed its Oakville truck facility because of a shortage of C-6 automatic transmissions. There were 6,812 units scheduled, down from 7,404 built in the prior week and down 8.16 percent from 7,417 assembled in the year ago week.

Year - to - date, 321,448 trucks have been built, down 2.83 percent from 330,776 at this time in 1982.

General Motors' Oshawa Plant No. 1 is scheduled to return to work today (Aug. 22), after being closed for two weeks.

Ford's St. Thomas assembly point is also scheduled to open today after being down for two weeks to begin tooling changes to add production of the full-size Crown Victoria and Grand Marquis to the Escort/Lynx subcompact cars already built there. Final changeover will be completed when St. Thomas closes again from Sept. 12 to Oct. 10.

Volvo's Halifax plant was back at work last week after a three-week vacation.

Truck production holds steady at 37,419 for week

At 37,419, last week's estimated domestic truck production was down 39 units from the previous week's total of 37,458, but up 14.07 percent from 32,804 assembled in the year-ago week.

Year-to-date, the makers have built 1,413,118 units, up 9.29 percent over the 1,293,012 completed in the 1982 period.

Three Ford Motor Co. facilities were down last week because of a shortage of C-6 automatic transmissions. The shuttered plants were Kansas City, Norfolk and Twin Cities.

General Motors' Lordstown van plant reopened last week after being closed for model changeover.

No overtime was reported.

U. S. CAR PRODUCTION

	Week Ended Aug. 20, 1983	Week Ended Aug. 21, 1982	Week Ended Aug. 13, 1983	Aug. to Date	Jan. 1 to Aug. 21, 1982	Jan. 1 to Aug. 20, 1983
AMERICAN MOTORS	4,350	2,456*	4,500	12,446	43,667*	111,015
AMC Total	.....	2,456*	.....	.....	43,667*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	4,500	12,446	.....	106,944
Alliance	2,900	.....	3,018	8,367	.....	100,990
Encore	1,450	.....	1,482	4,079	.....	5,954
CHRYSLER CORP.	16,850	6,341	14,969	35,713	366,492	526,663
Plymouth Total	5,850	1,741	5,298	11,973	149,653	189,892
Horizon	2,600	.....	2,333	4,933	46,460	68,650
Reliant	3,200	1,702	2,920	6,907	103,109	118,163
Caravelle ('83)	50	39	45	133	84	3,079
Chrysler Total	5,000	2,355	3,879	10,649	72,448	124,493
LeBaron	1,300	1,435	922	2,702	71,371	54,767
Laser	800	.....	645	1,445	.....	1,445
Chrysler E-Class	2,900	920	2,312	6,502	1,077	68,281
Dodge Total	6,000	2,245	5,792	13,091	144,391	212,278
Omni	2,200	.....	2,070	4,270	43,771	77,099
Aries	2,600	982	2,406	5,591	77,645	87,940
Daytona	200	.....	361	561	.....	561
Dodge 400	.....	676	.....	.....	22,171	18,478
Dodge 600	1,000	587	955	2,669	804	28,200
FORD MOTOR	31,931	16,959	29,070	88,737	715,545	920,390
Ford Division	20,553	10,003	17,869	54,774	450,799	585,060
Escort	4,551	6,143	5,322	15,283	178,945	161,915
Fairmont	.....	2,634	.....	.....	83,000	23,728
Mustang	3,145	.....	1,739	4,884	81,665	72,362
LTD/Granada	2,713	.....	3,073	8,396	74,051	106,171
Thunderbird	4,024	1,040	2,023	7,702	28,467	119,966
Crown Victoria/Ford	1,523	.....	1,613	5,052	.....	57,838
EXP	.....	186	.....	.....	4,671	1,184
Tempo	4,597	.....	4,099	13,457	.....	41,896
L-M Division	11,378	6,956	11,201	33,963	264,746	335,330
Mercury Total	8,757	5,297	8,551	26,036	204,372	264,036
Lynx	1,329	1,944	1,911	5,877	57,206	46,723
Capri	992	.....	421	1,413	22,566	14,718
Zephyr	.....	1,246	.....	.....	27,409	8,601
Marquis/Cougar	1,367	.....	1,067	3,106	35,953	45,606
Cougar/XR7	2,447	593	2,794	8,532	9,996	75,887
Gr. Marquis/Marquis	1,389	1,456	1,319	3,641	50,108	60,196
LN7	.....	58	.....	.....	1,134	290
Topaz	1,233	.....	1,039	3,467	.....	12,428
Lincoln Total	2,621	1,659	2,650	7,927	60,374	71,294
Continental ('82)	.....	332	.....	.....	12,602	8,793
Lincoln	2,621	729	2,650	7,927	27,413	42,310
Mark VI	.....	578	.....	.....	20,359	20,191
GENERAL MOTORS	52,377	49,451	50,257	156,334	2,138,872	2,417,654
Buick Division	10,222	11,183	10,321	31,358	502,779	552,986
Skylark	.....	.....	.....	.....	93,240	61,382
Skyhawk J	375	.....	1,473	3,396	47,922	46,608
Century	860	1,673	623	3,119	88,465	98,879
Regal	4,780	4,709	4,367	13,669	136,339	158,543
Buick	3,127	3,801	3,053	8,558	114,244	157,308
Riviera	1,080	1,000	805	2,616	22,569	30,266
Cadillac Division	2,384	4,380	1,558	5,157	143,836	189,165
Cimarron	309	.....	.....	546	3,660	12,633
Seville	696	398	524	1,471	13,062	21,529
Eldorado	1,379	1,002	1,034	3,140	35,505	47,508
Cadillac	.....	2,980	.....	.....	91,609	107,495
Chevrolet Division	17,358	15,950	21,744	55,114	689,134	791,164
Chevette	4,039	1,495	3,868	8,057	150,853	117,230
Cavalier	3,013	.....	7,699	18,238	55,191	188,223
Celebrity	934	176	1	935	41,301	81,280
Camaro	1,693	6,006	1,467	4,261	152,672	121,857
Citation	1,670	2,406	1,342	3,645	121,198	64,595
Malibu	660	2,340	2,232	5,122	80,035	97,865
Monte Carlo	2,321	1,205	2,457	7,234	44,745	61,993
Chevrolet	2,403	1,730	2,034	5,760	24,726	42,538
Corvette	625	592	644	1,862	18,413	15,583
Oldsmobile Division	17,885	13,503	12,867	46,321	487,491	636,118
Omega	.....	.....	.....	.....	56,754	36,269
Firenza	454	.....	822	2,093	34,011	30,470
Cutlass	6,920	4,611	3,534	14,868	123,596	185,417
Cutlass/Ciera	4,683	2,375	2,955	11,129	76,518	128,525
Oldsmobile	4,983	5,918	4,929	16,216	176,441	229,638
Toronado	845	599	627	2,015	20,171	25,799
Pontiac Division	4,528	4,435	3,767	18,384	315,632	248,221
Acadian†	.....	.....	271	4,647	8,453	15,100
2000	.....	.....	180	2,418	27,438	63,454
1000	1,021	364	1,199	2,965	27,338	28,862
Firebird	1,127	4,071	251	1,974	93,082	58,767
Phoenix	500	.....	380	1,040	34,378	17,305
G. Prix/B'ville ('83)	1,880	.....	1,486	5,336	100,173	64,733
6000	.....	.....	.....	.....	24,770	.....
HONDA	1,500	.....	1,463	4,467	.....	27,079
VOLKSWAGEN	2,350	.....	2,196	6,584	60,121	55,921
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	109,358	75,207	102,455	304,281	3,326,860	4,058,722

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 20, 1983	Week Ended Aug. 21, 1982	Week Ended Aug. 13, 1983	Aug. to Date	Jan. 1 to Aug. 21, 1982	Jan. 1 to Aug. 20, 1983
CHEVROLET	14,568	8,229	12,007	40,127	443,584	500,573
DODGE	2,800	2,126	2,133	7,256	84,562	85,754
FORD	11,556	16,075	16,175	45,271	467,523	549,315
GMC	4,099	2,219	3,152	11,470	163,890	160,370
INTERNATIONAL	1,146	1,105	1,032	3,253	31,697	31,416
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,200	2,000*	1,909	5,836	55,123*	50,431
AM GENERAL	50*	50*	50*	150*	1,530*	1,580*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,000*	37,000*	31,600*
Total Trucks, U. S.	37,419	32,804	37,458	116,363	1,293,012	1,413,118

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 20, 1983	Week Ended Aug. 21, 1982	Week Ended Aug. 13, 1983	Aug. to Date	Jan. 1 to Aug. 21, 1982	Jan. 1 to Aug. 20, 1983
CHRYSLER CORP.	2,652	2,190	2,277	6,532	65,779	79,335
FORD MOTOR	177	3,170	2,739	6,060	92,986	83,145
GENERAL MOTORS	3,879	1,793	2,319	8,120	164,587	155,441
INTERNATIONAL	104	264	69	238	7,424	3,527
Total Trucks, Canada	6,812	7,417	7,404	20,950	330,776	321,448
N. American Trucks	44,231	40,221	44,862	137,313	1,623,788	1,734,566

—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 20, 1983	Week Ended Aug. 21, 1982	Week Ended Aug. 13, 1983	Aug. to Date	Jan. 1 to Aug. 21, 1982	Jan. 1 to Aug. 20, 1983
AMERICAN MOTORS	600	1,219	605	1,806	19,765	18,363
CHRYSLER CORP.	.....	3,489	.....	.....	106,947	103,857
FORD MOTOR	5,836	3,760	5,364	19,495	196,524	150,331
GENERAL MOTORS	4,703	5,770	2,975	11,591	235,211	341,466
VOLVO	135	.....	.....	135	6,541	6,070
Total Cars, Canada	11,274	14,238	8,944	33,027	564,988	620,087
N. American Cars	120,632	69,445	111,399	337,308	3,891,848	4,678,809
N. American Trucks	44,231	40,221	44,862	137,313	1,623,788	1,734,566
North American Cars and Trucks	164,863	129,666	156,261	474,621	5,515,636	6,413,375

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Pinch may continue through December, dealers say

Shortages trimming sales

By Kathleen Hamilton
Financial Editor

Shortages of new cars are depressing sales, promising to keep sales low through at least September and probably through December, dealers told AUTOMOTIVE NEWS.

Almost without exception, dealers polled by telephone last week reported shortages that ranged from low or no inventory across one or two lines to severe shortages across their entire lineup.

Big cars, luxury cars, performance cars and vans were cited most often as being in short supply.

Most dealers said they are losing sales because of low inventories or long waiting periods, especially for Japanese cars. Efforts to get customers to place orders are reported only mildly successful in most cases.

Domestic-car dealers are beginning to get some relief as 1984 models are arriving with invoices and presell authorization.

Not surprisingly, it is the import-car dealers who are looking for the leanest September: With official introduction dates near Jan. 1, most aren't expecting shipments until October or November, when their 1984 models will arrive.

Jones Toyota-Volvo, Little Rock, Ark., is a study in shortages: Volvos are "always short" at this time of year, and sales people are able to take some orders; Toyotas are on a 30-to-45-day backlog.

What does a sales staff do with no cars to sell?

"Go on vacation," Sales Manager Ken Rich said.

• Forty-five days is a short wait compared with some Japanese imports. At Colonial Ford and Honda of Danbury (Conn.), the wait for Hondas is at least eight weeks, often 30 weeks and sometimes as long as eight months for a new Prelude, said Jim Johnson, Ford sales manager.

There, as at apparently every other Ford dealership in the U.S., the Crown Victoria is in short supply. Vans, high-performance Mustangs, Broncos, Bronco IIs and pickups were among the other shortages listed by Ford dealers.

In some respects, though, Ford Motor dealers recognize they're better off than their competitors. Because of staggered introductions, they have Cougars, Thunderbirds, Tempos and Topazes to sell—the last two particularly important because they are volume cars that have been supported by heavy introductory advertising.

But there hasn't been an overabundance even of these.

"Since we introduced the Tempo, there's never been more than three in inventory until last week, when we got seven or eight," said Cecil Phipps, new-car manager at Fred Jones Ford, Oklahoma City.

• That same store had 338 new cars in inventory at this time last year and only 38 last week. It is preparing for its lowest carryover inventory ever.

Phipps said the dealership is swapping with other Ford dealers in the state to try to keep its customers.

He pointed to one silver lining: "It doesn't take long to make your mind up when you have two or three cars to choose from," and his salespeople can say with honesty that a car probably won't be around if the customer takes too long to decide.

Phipps' rather sunny attitude on the shortage "problem" was shared by many dealers.

"It's better than the other way around," said Jim Nevergold, general manager of Red McCombs Ford-Mazda, San Antonio.

There are no floorplanning costs without inventory, after all. And there is some comfort in knowing that virtually everyone is in a similar position. Be-

Continued on Page 45, Col. 4

GM price hike is $232; above '83; below '82

By John K. Teahen Jr.
Managing Editor

General Motors' '84 price deliberations produced a result that wasn't quite so good as last year's, but it was infinitely better than what happened two years ago.

The corporation last week announced an increase averaging $232, or 2 percent, for the average equipped car. That compares with a bump of $212 when the '83s were priced last summer.

Two years ago, the boost was a staggering $617. Many observers feel that that hike buried the '82 model year before it even began.

It's a commentary of some sort on today's domestic auto prices that a 2 percent raise can amount to $232.

The price of an average-equipped GM car for '84 is $11,619. The figure for the end of the '83 model year is estimated at $11,387.

The $232 consists of $180 on the base vehicle and $52 on optional equipment.

GM said it has made no changes in dealer discounts for the '84 model year, and there have been no changes in destination charges.

Along with the price announcement, GM gave its dealers the OK to pre-sell the '84s before the Sept. 22 announcement day. Dealers can deliver them as soon as they receive invoices, price stickers and EPA stickers.

• GM didn't price the new Pontiac Fiero sports coupe or the new front-wheel-drive C-cars (Buick Electra, Oldsmobile 98 and Cadillac deVille and Brougham). The Fiero will be tagged before its Sept. 22 intro-

Continued on Page 45, Col. 4

breaking news

Ford buying into robot vision firm

DEARBORN. — Ford Motor Co. today (Aug. 29) is expected to announce acquisition of an interest in Synthetic Vision Systems, Inc. (SVS), a new, Ann Arbor-based machine vision system company. Machine vision gives what amounts to eyesight to robots. Ford will use an SVS-developed Cytocomputer system in inspecting electronics. It also will sell it under license. The Cytocomputer, described as the heart of an advanced sensing and image processing system, was developed and patented by the Environmental Research Institute of Michigan (ERIM), a not-for-profit R&D unit.

Buick eyes model-year sales record

FLINT.—Buick anticipates that, with its present rate of travel, it can sell 810,000 cars in the '83 model year—which would be a record, topping the previous high mark of 755,000 set in '79. The 810,000 sales would give Buick a 9.4-percent share of the market.

NEWSPAPER

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Chrysler lifts lid on '84s

Sporty Chrysler

Chrysler Laser, a high-tech offering, comes to market with crisp styling, two-plus-two seating and sport suspension. Standard equipment includes an all-electronic instrument cluster and fuel injection. Story on Page 18.

Performance machine

Chrysler Corp.'s performance leaders for 1984 are the Dodge Daytona models. They boast such goodies as a multipoint electronic fuel injection, turbocharging and close-ratio five-speed transmission. The Daytona goes on sale Sept. 29. Story on Page 44.

Colt Vista for '84

The Colt Vista, a seven-passenger wagon, will be offered by Dodge and Plymouth dealers in the '84 model year. Wheelbase is 103.3 inches, overall length is 174.6 inches, and the Vista is powered by a 2.0-liter four-cylinder engine. It is made by Mitsubishi and is called the Chariot in Japan. Story on Page 20.

Conquest in; Sapporo, Challenger out

The Conquest, a turbocharged sport coupe, replaces the Dodge Challenger and Plymouth Sapporo for '84. It is a version of the Starion, introduced last year by Mitsubishi's other U. S. distributor. Chrysler will position the Conquest against the Nissan 300-ZX, the Toyota Supra and the Mazda RX-7. Story on Page 20.

Sierra and Telstar coming

Ford going overseas to bolster U. S. lineup

By Ralph Gray
and Jesse Snyder
Crain News Service

DETROIT. — Ford Motor Co. is set to reap the U. S. marketing fruit of its overseas operations. At least two new cars will cross borders to jazz up domestic lineups.

They are the Sierra XR4 from Ford of Europe and a version of the Australian Telstar, which is to be reskinned for the U. S. and made in Mexico.

The European Sierra will carry the XR4 designation in its as yet unselected name. It will be marketed by Lincoln-Mercury in model year 1985—about a year from now—as a separate brand from the Lincoln and Mercury labels.

Telstar is an offspring of the Ford-Toyo Kogyo marriage in Australia. Ford owns 25 percent of TK and nowhere is the relationship more meaningful than Down Under. The Telstar is actually the Mazda 626. Mazda is the TK brand name.

But the Telstar won't look like the rather boxy subcompact 626. New sheet metal will enable it to step in for the U. S.-made Mercury Capri—a rear-wheel-drive twin of the Ford Mustang.

• The 626-Telstar-Capri is front-wheel drive, with a five-speed transmission and other goodies like rack-and-pinion steering and four-wheel independent suspension.

Sierra will be a federalized version of the existing coupe with twin rear spoilers and a 2.3-liter turbocharged four-cylinder engine that is used in some existing Ford products.

While the Telstar is a good example of the kind of manufacturing economies internationalization brings, the Sierra epitomizes marketing benefits.

Telstar gives Ford a slick new sporty car entry for the cost of some sheet metal that can be bent into a snazzy coupe.

Sierra brings the whole weight of German technology and mystique to the Ford lineup at a time when Eurosedans are gaining favor for their simple styling and good road manners.

• While other U. S. manufacturers cobble up Euro versions of their sedans, Ford is able to bring out the real thing.

"There are those people who just won't buy anything but an European import," one Ford executive said. "This will be a Porsche 944 with a backseat."

That's important because technically the Sierra will be replacing the LN7 in the L-M lineup. The LN7 has been dropped this year because its two-seater design didn't catch on. The twin Ford EXP is hanging on, principally, some say, because Ford had the parts on hand.

Ford has the cars on hand in its overseas operations, where the company earned $100 million in the first quarter of 1983. That was $104 million less than the year-ago period, yet Ford's car share in Europe was a record 13.8 percent to lead all makers there. Sierra was the best-selling car line in the United Kingdom in March.

Just as importantly, Ford now has products that are compatible worldwide thanks to downsizing of cars and the new aerodynamic look being adapted from Europe for the U. S. That means if Ford has a vehicle overseas, it fits a lot easier with U. S. tastes.

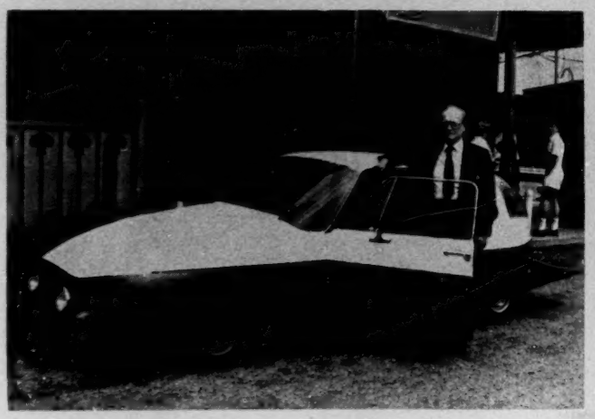
Ford has imported cars before like Fiesta, the English Anglia and the early Capris but that was simply to plug a hole in the market. The Sierra is designed to be around for a long time, Ford sources said.

The 626 variants help Ford politically in Mexico, which has a local-content law. By making the car there, Ford earns export credits against imports. The 2.3-liter engine is also made in Mexico and is used in the compact Tempo-Topaz duo and is scheduled for installation in the future front-wheel drive replacements for the full-sized Ford and Mercury models.

Officially, Ford hasn't decided to build the 626 in Mexico but insiders believe problems with dollar-peso relations will be solved. It's an attractive spot for Ford in addition to local content—labor is cheaper.

It's understood that Ford plans to hold the U. S. Sierra price to around $14,000 to broaden its appeal although the trend for Euro sporty cars and others is for even higher price tags. The 626-Telstar sells in Australia for from $8,235 (U.S.) to $12,093.

On the domestic side, there is rejoicing because engineers managed to increase the subcompact Escort-Lynx city MPG to 36 and 33 for 1984. The competition's ads have been taking whacks at Escort fuel economy.



Fuel-economy challenger

James G. Sawyer, president of Ronal Research Corp., Fraser, Mich., was dissatisfied with the fuel economy of conventional cars. It provided a challenge to the engineer who set about to build this sleek job. Leslie Viland, of Detroit Testing Laboratory, ran the car and got 172 MPG from its one-cylinder, 14 HP diesel engine at speeds close to those in the federal highway test procedure.

'Willing to gamble everything' on them, Cappy says

AMC's goal: More new products

By Mary Beth Mayer
Staff Writer

American Motors has adopted a new product philosophy and is "willing to gamble everything" on a steady stream of new products, according to Joseph E. Cappy, vice president of AMC's marketing group.

"We are trying to compete with all of the biggies," Cappy said at a preview of the company's new line of Jeeps and Renault Encore hatchbacks.

"Our partnership with Renault gives us clout because we can bring vehicles on stream much quicker and be more aggressive."

Cappy said that one of the causes of AMC's 13 consecutive quarterly losses has been an expenditure of $890 million on new products over the last three years. The next three years will also see a substantial investment in that area, he said, as the company continues to have new entries in the volume segments of the market.

The 1984 Cherokee and Wagoneer are the first totally new vehicles introduced by Jeep in 20 years.

"In the past, American Motors would bring out a product and then not change it for 20 years," Cappy said. "You can't compete in today's automobile industry with that kind of marketing plan.

"You have to have competitive products. They have to be state-of-the-art. You have to continue to make improvements on the ones you have, plus continue to bring out new ones.

"That's our strategy and that's the reason we have made a maximum effort in investing in new products," he said.

• Sales for the two Jeep lines are expected to total 40,000 in the first year. Of those sales, Cappy said, Wagoneers should account for 40 percent, and Cherokees, 60 percent.

As for the Encore, the second entry into the subcompact market for the AMC-Renault partnership, Cappy estimated first-year sales would be about 70,000. Second-year Alliance sales are targeted at 130,000.

On AMC's relationship with Renault, Cappy said, "You feel like a little kid in a candy store with a pocket full of change. You see all of the goodies that they have on the shelf and you've got your choice on deciding what, if anything, you're interested in bringing in."

Cappy said that by Oct. 3, the Kenosha (Wis.) assembly facility will be building about 1,100 units a day with a split of about 60 percent Alliance and 40 percent Encore.

"But, of course, we're ready to react to whichever way the market indicates," he said.

"We basically have rehired every single employe that was on layoff (from the Kenosha plant), plus we have hired about 700 or 800 additional people," he said.

"Once we go into a two-shift plan in Toledo in the middle of October, we should have pretty well called back everybody in Toledo. We're probably the only company that's put everybody back to work."

When asked about future product plans, Cappy said that AMC is strong in the four-wheel-drive market but it does not have a compact pickup truck. He said that the competition has taken a compact pickup and made it into a 4WD vehicle.

"There's nothing to say we couldn't do that in reverse," he said.

Prospects appear dim for U.S. 'lemon law'

WASHINGTON. — A federal "lemon law" designed to protect consumers from cars with recurring mechanical problems may pick up steam next year, but the bill's outlook is dim for the 97th Congress.

Early this month, Rep. Tom Lantos, California Democrat, introduced legislation calling for repair or replacement of a defective automobile by the manufacturer if the problem occurs within two years or 18,000 miles of purchase.

Under the proposed law the consumer may petition for a new car through the manufacturer's arbitration program after the car maker has made four unsuccessful attempts to repair a specific defect or after the car has been out of service for 30 days.

The bill is essentially the same as those passed in 15 states already, but Lantos claims Congress should provide a national guarantee to car owners that is "uniform and unambiguous."

• However, the bill will probably not make much headway this year due to its late introduction, auto industry opposition and an administration unwilling to preempt state laws.

A similar measure failed to even pass the committee stage when pushed by former Texas Democrat Rep. Bob Eckhardt in 1979. But with the popularity and variety of state-passed lemon laws confronting automakers, the car industry could switch its strategy and push for a single federal rule.

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59th year — No. 4983

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Formal

Roman Chariot, Cleveland, now offers a Designer Classic roof treatment for the Dodge 600 model.

AMC seeking to add dealers in California

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — AMC/Renault is seeking to open more dealer points in California to improve market representation, Jose Dedeurwaerder, American Motors president, said at a press conference here last week.

Dedeurwaerder was on hand to introduce the company's new line of Encore hatchbacks and downsized Jeep Cherokee and Wagoneer four-wheel-drive vehicles to the local media.

According to Dedeurwaerder, the AMC/Renault market penetration in California is lower than in the rest of the country.

As a result, the company is working closely with existing dealers to improve quality and is looking to re-establish points that have been closed over the years.

Although the company is rebuilding its dealer network nationwide, particular attention is going to be paid to this state, he said. "We will open more stores as a percentage (of the total effort) in California than anywhere else," Dedeurwaerder said.

He noted that the addition of the Encore will help AMC/Renault cover a greater share of the market and may help increase the company's penetration in the import-dominated West Coast.

While the company is projecting 60 percent Alliance, 40 percent Encore nationally, it expects Encore to take more than half the sales of the Alliance/Encore lines in California.

Dedeurwaerder said the Encore will also aid the company in appealing to younger buyers.

Although Alliance is hitting its target group, he said, the demographics of that car's average buyer is a person 35 to 38 years old with an income between $30,000 and $35,000 per year. Dedeurwaerder said the company hopes the new hatchback will attract more buyers in the under-35 bracket.